



Media Contact:
Erik Jansen
MediaLab
erik@medialab-pr.com
(714) 620-5017

PRESS RELEASE

FOR IMMEDIATE RELEASE:

J-POP SUMMIT WILL RETURN TO HISTORIC FORT MASON CENTER IN SAN FRANCISCO FOR 2016

*The Bay Area's Premiere Japanese Pop Culture Event Announces Dates
For Summer 2016 Festival At Expansive New Home In San Francisco's
Historic Marina District*

San Francisco, CA, December 16, 2015 – The J-POP SUMMIT Committee, the organization that presents the Japanese pop culture celebration held annually in San Francisco, has announced that the 2016 J-POP SUMMIT will be held at the historic Fort Mason Center, the weekend of Friday, July 22nd thru Sunday, July 24th.

The Bay Area's popular celebration of Japanese pop culture, music, art, anime, fashion, food, technology, travel and film, marked its evolution into a ticketed event this year, and attracted more than 30,000 people to its first Festival staged at the historic Fort Mason Center in the city's Marina district earlier this summer. It was also complemented by additional events in Union Square and at the NEW PEOPLE Cinema in Japantown. Full details and images from the 2015 J-POP SUMMIT are featured at: www.J-POP.com.

"As we look ahead to presenting the 8th consecutive J-POP SUMMIT, we will continue to deliver a unique showcase of Japan's latest pop trends," says Seiji Horibuchi, Chairman of the J-Pop SUMMIT Committee and the founder of NEW PEOPLE, Inc. "Every year we add new attractions and special events to highlight not only popular current trends but also emerging new aspects of Japanese pop culture. Fort Mason gives us many possibilities for future growth and we look forward to presenting another extraordinary line-up of artists and programming for 2016!"

Held since 2009, the J-POP SUMMIT is a one-of-a-kind, yearly event that has developed a unique festival format to present a diverse array of the latest in pop-influenced culture and

artists from Japan. J-POP SUMMIT began as an annual street fair-style outdoor festival held in San Francisco's Japantown and has drawn as many as 125,000 people in past years. Previous notable J-POP SUMMIT headliners have included Kyary Pamyu Pamyu, May'n, Tadanobu Asano, Takako Tokiwa, Tomomi Itano, Eir Aoi, Gacharic Spin, Tokyo Girls' Style, and JAM Project.

About J-POP SUMMIT

The J-POP SUMMIT is an annual Japanese Pop Culture celebration held in San Francisco, CA that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion shows and events, food and spirits, art, and celebrity appearances. Details on J-POP SUMMIT are available at www.J-POP.com.

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