

J●POP SUMMIT 2016

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PRESS RELEASE

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J-POP SUMMIT 2016 ANNOUNCES A FUN VARIETY OF JAPANESE POP CULTURE INSPIRED SONG AND DANCE CONTESTS

*The San Francisco Bay Area's Premiere Japanese Pop Culture Event
Announces The Return Of J-POP IDOL Karaoke Contest, Odottemita
Dance Contest And Popular Cosplay Masquerade; First-Ever "J-POP
Queen" Drag Contest Also Announced*

San Francisco, CA, May 26, 2016 – **J-POP SUMMIT 2016**, one of the world's biggest Japanese pop culture events, has detailed a fun and colorful variety of festival contests, open to attendees and set to be hosted and judged by notable festival Guests of Honor.

J-POP SUMMIT 2016 takes place **Saturday and Sunday, July 23rd and 24th** at the historic **Fort Mason Center** located in **San Francisco's Marina district**. This year, J-POP SUMMIT attendees will be able to experience a vibrant 2-Day celebration of Japanese pop-influenced culture including edgy fashion events, pop art exhibits, live music, interactive showcase and session, accented by ramen vendors, sake-tasting, and additional attractions also highlighted by celebrity Guests of Honor. **Full details on 2016 J-POP SUMMIT are available at: www.J-POP.com.**

Complementing this year's dynamic live music program that features some of Japan's hottest pop, rock and dance artists, J-POP SUMMIT 2016 will deliver a brand new edition of **J-POP IDOL**, karaoke contest with the support from The Consulate General of Japan in San Francisco. The participants are invited to pay tribute to their favorite Japanese pop stars. This year's J-POP IDOL will be judged by featured Guest of Honor, pop stars, **Silent Siren**. The video submission period is from June 3rd to June 15th, and the winner will receive a special gift from Silent Siren, in person. Entry guidelines are available at: www.j-pop.com/j-pop-idol-contest-2016/.

J-POP SUMMIT 2016 is also proud to announce the launch of the festival's first ever "**J-POP Queen**" **Drag Contest** that will feature special celebrity judge and Japanese drag royalty, **Mitz Mangrove**, and will be hosted by San Francisco's most sought after gay icon **D'Arcy Drollinger**. Contestants are invited to empower their inner J-POP Queen and don their most extravagant costumes to compete with lip sync performances based on pop-inspired themes such as kimono, school-girl, cosplay, and Harajuku-looks. The submission period for performance videos runs from June 20th to June 30th. Full contest details and complete entry guidelines are available now at: www.j-pop.com/drag-contest.

Guest of Honor Mitz Mangrove is a celebrated Japanese TV personality and has used her gender fluidity, eloquent speech and powerful personality to help bring gay culture into the mainstream in Japan, smash stereotypes and redefine how it is perceived. Mitz Mangrove made her professional debut as a singer in 2011 through the Nippon Columbia label with the single, "*Wakaitte Subarashii*." She is currently also an active member of the choral trio, Hoshikuzu Scat. Mitz Mangrove is also a star and host a variety of TV and radio shows, and has become a familiar face of everyday Japanese entertainment. For additional artist information, please visit: www.j-pop.com/guests/mitz-mangrove,

J-POP SUMMIT 2016 also celebrates the return of the **Odottemita Dance Contest**, an online dance phenomenon-inspired competition that has been part of the J-POP SUMMIT main stage program since 2011. This year, the competition will take the form of contestant created video submissions, with the pre-selected winners to the stage and perform as part of their prize. The contest will be judged by festival Guest of Honor and featured performers, **GARNiDELiA**. Join the competition now by submitting a dance video. The winner will receive an exclusive gift from GARNiDELiA in person. Entry guidelines are available at: www.j-pop.com/odottemita-dance-contest-2016/

Finally, attendees are invited to join in, or simply witness the creativity and colorful spectacle of the **JPOP SUMMIT 2016 Cosplay Masquerade**, hosted by leading online cosplay community, **Coskami**. Winners will receive special prizes from JPOP SUMMIT 2016 co-host Coskami. Pre-registration is ongoing at: www.j-pop.com/cosplay-contest-2016/

About J-POP SUMMIT

J-POP SUMMIT is one of the world's biggest Japanese pop culture events, held every summer in San Francisco, CA. By introducing the latest in Japanese music, fashion, film, art, games, tech-innovations, anime, food, as well as niche subcultures, the festival has become a landing platform for new trends from Japan.

Official website: www.j-pop.com

Official YouTube: <https://www.youtube.com/user/JPOPSUMMIT/featured>

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