

J●POP SUMMIT 2017

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FOR IMMEDIATE RELEASE

TRAVEL VIRTUALLY TO JAPAN AT THIS YEAR'S J-POP SUMMIT IN SAN FRANCISCO

*The San Francisco Bay Area's Premiere Japanese Pop Culture Event Brings Back "Japanimmersion"
Presented by JAPANKURU at Fort Mason Center For Arts and Culture this September*

San Francisco, CA, August 16, 2017– J-POP SUMMIT 2017, one of the world's biggest Japanese pop culture events, announces another exciting year of virtual travel experiences to Japan - taking place Saturday, September 9th and Sunday, September 10th starting at 11:00am at Fort Mason Center's Festival Pavilion, located at 2 Marina Blvd in San Francisco, CA. Presented by JAPANKURU, this year's J-POP SUMMIT will bring back one of the most popular attractions from last year, Travel Pavilion "JAPANKURU's Virtual Trip Season 2" – "Japanimmersion." Guests will be able to dive deep into Japanese culture and "visit" three Zones featuring interactive experiences showcasing what makes Japan a traveler's delight - fusing the past, present, and future. See more details at <http://www.j-pop.com/2017/japankuru2017/>. J-POP SUMMIT 2017 Tickets are available now starting at \$35 for adults and \$15 for kids ages 6+ at: www.J-POP.com.

Inside the J-POP SUMMIT Travel Pavilion, guests will be able to immerse themselves in the virtual world of "Japanimmersion", where you can see, feel, and learn all about Japan, as well as meet go-torch characters and regional mascot characters from multiple cities in Japan.

Also at the JAPANKURU stage inside the Travel Pavilion, there will be many fun activities, including the Mini "Studio Ghibli" trivia quiz with a special appearance by mother and daughter singer duo Azumi Inoue & Yuyu known for performing many theme songs for Ghibli Animations, music performances by some members from LinQ - an idol group from Fukuoka prefecture, the ramen speed-eating contest,

Kawachi Ondo (Japanese folk dance), a sacred dance by Miko (Shrine Maiden) presented by Tokyo Daijingu, traditional tea ceremony demonstrations, and mini-games by WOW U and Ryokans (Japanese traditional Inn) that will be offering special prizes and more.

JAPANKURU, which also has its own concierge desk (JCD) located in Asakusa (one of the liveliest and most nostalgic areas in Tokyo), has been providing valuable travel information to tourists from all over the world in multiple languages. And now it's popping up inside the Travel Pavilion exclusively during J-POP SUMMIT! For guests curious about Japan, the staff at JCD will gladly answer questions.

Other attractions at VIRTUAL TRIP Season 2 - "Japanimmersion" will be as follows:

"iinyan" Cat (Iinan-cho, Shimane Prefecture)

Go-torch (regional mascot) character "iinyan" cat from the Iinan district in Shimane prefecture will welcome you at the "iinyan & Shimane" booth! Join Iinan's famous Shimenawa-making workshop. Shimenawa is the sacred ceremonial rope used in Shinto.

Tochigi ("Kyubii" Fox and "Kuroro" Horse & "Yumena")

Tochigi prefecture, located only 60 miles from Tokyo, best known for its rich nature including hot springs will have a booth where you can find goodies and products featuring Nasu's cute regional mascot characters: Kyubii and Kuroro & Yumena. Also, come try cookies from Nasu region.

VANQUISH (Tokyo)

"VANQUISH," one of the most famous Japanese clothing brands, showcases a stylish collection that you can wear both casually and formally. Try VR at the VANQUISH Booth, and explore the VANQUISH store in Shibuya! You'll also receive an original sticker and "Gonoturn" facemask. <http://vanquish.jp/>

Rinka (Tokyo)

"Rinka" is a Kimono rental/fitting service in Tokyo that brings Kimono right to your door and helps you put it on! Come to the "Rinka" booth and try on a Kimono!

WOW U

Come try WOW U, an online concierge service specializing in Japan. WOW U's certified professional tour guides support you by consulting your personal trip plan and suggesting the best plan for you. <https://wow-u.jp/>

NTA America

A great exclusive travel deal from NTA America! If you purchase a JR pass at the NTA booth, you will receive complimentary tickets to Nikko Edo Village, Nasu Animal Kingdom, and Ashikaga Flower Park – a total value of \$100! Come ask anything about travelling to Japan! <http://www.ntainbound.com/>

TOKYO

Receive a map of Tokyo and various goodies including "Uchiwa," a Japanese paper fan, by taking a quick survey at the TOKYO booth! Join the calligraphy workshop and learn to write "Tokyo 東京" on your Uchiwa and also get your nail art done.

<http://www.metro.tokyo.jp/ENGLISH/index.htm>

Tokyo Daijingu (Tokyo)

Tokyo Daijingu, one of the major Shinto shrines in Tokyo, awaits you with many events, including "Omikuji" fortune slip drawings, "Ema" writing of wishes, and a traditional Shinto dance by professional Miko (shrine maiden). <http://www.tokyodaijingu.or.jp/english/>

For more details about the travel experiences and activities at J-POP SUMMIT 2017, visit: <http://www.j-pop.com/japankuru/>

Tickets

A variety of affordable ticket options will give J-POP SUMMIT attendees the maximum amount of flexibility to customize a memorable festival experience. Adult single-day passes start at only \$35.00 each; 2-day passes start at only \$50.00 each. Ticket details are available at www.j-pop.com/tickets/

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Official Production Partner: Dominic Phillips Event Marketing

About JAPANKURU

JAPANKURU provides the latest and deepest travel content on Japan via their multilingual online platform, which highlights the charm of Japan through first-hand experiences shared by travelers of different nationalities and perspectives. Official website: www.JAPANKURU.com

About J-POP SUMMIT

J-POP SUMMIT is one of the world's biggest Japanese pop culture events held annually in San Francisco, CA. As an open playground of discovery and diversion inspired by the wonders of Japanese pop culture, J-POP SUMMIT presents ARTS, EATS and INNOVATIONS; a vibrant celebration of Japanese pop culture featuring live music, Japanese food and travel attractions, and interactive technologies. With more than 20,000 attendees for two days, the festival has become an immersive launch pad for new trends from Japan.

Official website: www.j-pop.com

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