



The Japan-America Society of Vermont

Dedicated to Improving Cultural Understanding and Business Interaction

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For Immediate Release

Japan-America Society of Vermont Presents Matsuri '11 on March 27

The Japan-America Society of Vermont (JASV) and St. Michael's College are presenting Matsuri '11, a Festival of Japan, on Sunday, March 27 from 11 a.m. until 5 p.m. at the Ross Sports Center, St. Michael's College, Colchester, VT. Satellite parking with shuttle bus service will be available 12-5pm Fletcher Allen Health Care-Fanny Allen Campus, 790 College Parkway, Rt. 15 Colchester, VT.

Matsuri, the Japanese word for "festival", is a program of Japanese cultural, educational and fun events for all age groups. Resembling a street fair, Matsuri '11, features booths and stalls, stage performances and events, and offers refreshments and food. Richard Huestis, former JASV president who grew up on a farm in Bridport and lived 8 years in Japan, describes Matsuri as "a connector to help people understand Japanese culture," Huestis says. "It's definitely a family oriented event offering something for all age groups."

Over two dozen booths and 50 tables will provide opportunities for festival attendees to get hands-on experience with Japanese arts and crafts. Visitors can try on a kimono, sample and discuss haiku and tanka poetry, learn to write their own name in katakana characters, fold a paper crane, and make torn-paper collage. Or they can dance away the afternoon at a "dance revolution" game booth highlighting Japanese pop culture. Local artisans will be hosting displays of bonsai plants, flower arrangements, pottery and other crafts. Several book stores and shops will be selling omiyage souvenirs.

The Opening Ceremony will feature a performance by Burlington Taiko and opening remarks by St. Michael's College Board of Trustees Member, Ms. Noriko Kameda of Boston, Mr. Takeshi Hikihara, The Consul-General of Japan in Boston and Mr. Larry Solt, President of JASV.

The Matsuri Stage area features a broad assortment of entertainment, including several martial arts demonstrations, dance, and koto music. Again this year will be a Gundam Performance by students from Essex High School as well as a special folk song performance, and Dance Revolution for teens and college age.

There will be a raffle benefiting the Charles Tenny Memorial Scholarship Fund. There will be door prize awards of special omiyage souvenirs several times throughout the day and a Grand Prize of a round-trip airline ticket to Japan, donated by Continental Airlines, Inc.

Admission tickets are \$10 for adults, \$5 for students and senior citizens and \$20 for families;

preschoolers are free. More information about the Matsuri '11 is available at the JASV web site, <http://www.jasv.org>.

About the Japan-America Society of Vermont (JASV):

The Japan-America Society of Vermont, Inc. (JASV) is a nonpolitical, nonprofit volunteer organization founded in 1983. The Society seeks to improve cross cultural understanding and mutually beneficial interaction among Japanese and Vermont individuals, families, businesses and other organizations. The Society's web site is <http://www.jasv.org>. The JASV and St. Michael's College presented the first Matsuri in 1985 and have celebrated the festival biennially since then. This is the 14th Matsuri. Attendance is usually between 1,200-1,400. More information is available at the JASV web site, <http://www.jasv.org> or email info@jasv.org.

Calendar entry:

Matsuri '11, a Festival of Japan, will occur on Sunday, March 27th, 11 a.m. until 5 p.m. at St. Michael's College, Ross Sports Center. Presented by the Japan-America Society of Vermont, the Matsuri features performances of aikido, folk songs, flower arranging, dancing, kimono try-on, taiko drumming, zen archery, food and more. More information is available at the JASV web site, <http://www.jasv.org> or email info@jasv.org.

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