



The Japan-America Society of Vermont

Dedicated to Improving Cultural Understanding and Business Interaction

123 Ethan Allen Avenue - Colchester, VT 05446 – U.S.A

Website: www.jasv.org E-mail : info@jasv.org

For Immediate Release

The Japan-America Society of Vermont Presents Matsuri '13 on April 7

The Japan-America Society of Vermont (JASV) and Saint Michael's College are presenting Matsuri '13, a Japanese Cultural Festival on Sunday, April 7 from 11 a.m. until 5 p.m. at the Ross Sports Center, Saint Michael's College, Colchester, Vermont.

“Matsuri is the Japanese word for festival. I grew up in Japan with Matsuri three times a year, spring, summer and fall,” said Toshi Saitoh, the vice president of JASV, who moved to the United States 17 years ago. “Japan was a rice country. In the spring, we all prayed for a good rice harvest. We danced together at our local shrines to the sound of drums and enjoyed several cultural entertainments. In the fall, we gathered at the shrines again and thanked the gods for giving us a good harvest and we again enjoyed ourselves.” Toshi added, “Matsuri in Vermont is more than that. The JASV developed the concept further and added many events, creating and bringing a Japanese cultural festival right to your door with its sights, sounds, smells and tastes. Local artisans in Vermont help to make this all possible by volunteering their time and skills. There are so many amazing people participating!”

Over two dozen booths and 50 eight-foot tables will provide opportunities for the festival attendees to get hands on experience with Japanese arts and crafts. Visitors can try on a kimono, discuss haiku and *tanka* poetry, have their names written in *katakana* characters, and fold a paper crane. Local artisans will be hosting displays of bonsai plants, flower arrangements, pottery and other crafts. A book store will be selling books about Japanese culture and a shop will be selling *omiyage*—souvenirs from Japan. There will be games for both adults and children to play and foods to buy.

Matsuri '13 will formally open as Mr. Larry Solt, former president of the JASV, performs the Japanese and American national anthems on the trumpet. This will be followed by opening remarks given by Mr. Akira Muto, the Consul-General of Japan in Boston; a representative of Saint Michael's College; and Mr. Richard Huestis, President of JASV.

The Matsuri Stage area features a wide assortment of entertainment, including demonstrations of martial arts, *kyudo* (zen archery), dance, and koto music. This year, for the first time, we will be having a presentation by Japanese speech contest winners from Vermont colleges. There will be a raffle benefiting the Charles Tenny Memorial Scholarship Fund. Door

prizes of special omiyage (souvenirs) will be awarded several times throughout the day. The winner of the grand prize will receive a round-trip airline ticket to Japan, donated by IACE Travel of Boston. Mr. Akira Muto, the Consul-General of Japan in Boston will be setting up a one-day consulate to help anyone with Japanese passport or visa needs or questions.

Admission tickets are \$10 for adults, \$5 for students and senior citizens and \$20 for families (preschoolers are free). More information about Matsuri '13 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 between Japanese and Vermont individuals, families, businesses and other organizations. The society's web site is <http://www.jasv.org>. The JASV and Saint Michael's College presented the first Matsuri in 1985 and have celebrated the festival biennially since then. This is the 15th 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.

Contact:

The Japan-America Society of Vermont
123 Ethan Allen Avenue
Colchester, Vermont 05446
U.S.A.

E-mail: info@jasv.org
Website : <http://www.jasv.org>
Facebook: <http://facebook.com/jasv.org>
Telephone: 802-343-0131