

The Japan-America Society of Vermont

Dedicated to Improving Cultural Understanding and Business Interaction
123 Ethan Allen Avenue, Colchester, VT 05446 – U.S.A
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Matsuri '17, 3/26/2017 (Press Release)

The Japan-America Society of Vermont (JASV) and Saint Michael's College are presenting Matsuri '17, a Japanese Cultural Festival on Sunday, March 26 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 president of the JASV, who moved to the United States 21 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 summer, we danced to forget the hot summer. 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 nine-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, have their names written in Katakana characters, fold a paper crane, or fish rubbing. Local artisans will be hosting displays of bonsai plants, flower arrangements, pottery and other crafts. A publisher will be selling books about Japanese culture. There will be games for both adults and children to play and foods to buy.

The Matsuri stage area features a wide assortment of entertainment, including a Taiko (drum) performance, Koto music, martial arts, Kyudo (zen archery), Japanese dance, high school dance, Children's Japanese speech and Bon Odori (line dance.) Door prizes will be awarded several times throughout the day.

Matsuri'17 is special. We will have a Noh performer invited from Japan. Noh plays are similar to Opera in western culture. It has story, music and most importantly performance (dance). Mr. Takashi Yamamura from Japan will be performing a solo dance from the play.



Mr. Rokuichiro Michii, the Consul General of Japan in Boston will be setting up a One-Day Consulate to assist anyone with registration, Japanese passport, 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 '17 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 (JASV) is a nonpolitical, nonprofit volunteer organization founded in 1981. 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 17th Matsuri. More information related to Matsuri is available at the JASV web site, <http://www.jasv.org> or email info@jasv.org

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