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**PRESS RELEASE**

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**CONTACT:**

Wendy Anderson - WOW! Productions & Public Relations  
626-683-8243 [wowproductions2@earthlink.net](mailto:wowproductions2@earthlink.net)  
[www.cherryblossomfestivalsocal.org](http://www.cherryblossomfestivalsocal.org)

**ORGANIZATION**

2007 Cherry Blossom Festival  
RYOMA/686 S. Arroyo Parkway, #221  
Pasadena, CA 91105

**FOR IMMEDIATE RELEASE**

**2007 CHERRY BLOSSOM FESTIVAL MOVES TO ITS NEW HOME IN  
“Little Tokyo District” of DOWNTOWN LOS ANGELES  
[www.cherryblossomfestivalsocal.org](http://www.cherryblossomfestivalsocal.org)**

It is with great excitement that we announce The Cherry Blossom Festival will be relocating to its new 2007 home in the “*Little Tokyo District*” of downtown Los Angeles. The festival will be on March 31st and April 1st at 244 S. San Pedro Street in the JACCC (Japanese American Cultural & Community Center) Plaza and the streets of Los Angeles on San Pedro Street between 2nd and 3rd Street. It also has a new name – Cherry Blossom Festival Southern CA.

This event is produced by a 100% volunteer team and the event is a free admission to the public. It is supported by private donations and sponsors. During its stay in Pasadena, the Cherry Blossom Festival, through its donor East West Federation, donated 500 Pink Cloud Cherry Trees to the City for its beautification program.

The 2006 Festival hosted over 10,000 attendees even with torrential rains on Saturday. The demographic survey of over 2,000 people showed that 12% attended from Pasadena with over 60% coming from various cities in Southern CA and 15% from the San Fernando Valley. With these numbers and the support that is coming in from the City of Los Angeles community, the decision was made to move the Festival to the “*Little Tokyo District*” of downtown Los Angeles.

The Cherry Blossom Festival’s goals are to produce a festival that grows more spectacular yearly – raise funds to expand future festivals and carve a stronger cultural perception to an already history “*Little Tokyo*” district of Los Angeles for visibility, publicity and tourism; and to bridge generations and expose the mainstream population to the Japanese and very diverse Japanese American cultural arts and history.

**RYOMA**

The Cherry Blossom Festival was founded in 2002 as a program under RYOMA to administer cultural events bridging generations and exposing the mainstream population to these cultural arts. We have partnered with the Aquarium of the Pacific in Long Beach for 5 years in the joint productions of the Autumn Festival which highlights the cultures of Japan, China, Korea and the Phillipines. In 2006, the Cherry Blossom Festival became a working sponsor of the Latino History Parade & Jamaica, bringing expertise with vendor coordination to this annual festival.

Contact: Wendy Fujihara Anderson at 626-683.8243 or [wowproductions2@earthlink.net](mailto:wowproductions2@earthlink.net)

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