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For Immediate Release
February 15, 2017



2017 Annual West Covina Cherry Blossom Festival to Bring a Taste of Japan to the Community

Presented by the City of West Covina, South Hills Plaza and the East San Gabriel Valley Japanese Community Center on Saturday, March 18, 2017 from 12:00-6:00 PM

WEST COVINA, CA – The Annual West Covina Cherry Blossom Festival kicks-off Spring and celebrates the Cherry Blossom season. This year's festival will be held on **Saturday, March 18, 2017**, at the **South Hills Plaza** located at 1420 S. Azusa Ave., at the corner of Azusa Ave. and Aroma Drive. To accommodate all of our visitors, additional parking will be available at nearby satellite lots, please visit our website, esgvjcc.org, for more information. Shuttle services from those parking lots will be provided all day by the City of West Covina. The event is free and open to the public.

The Cherry Blossom Festival is an opportunity for the city to welcome residents of the local community as well as visitors from the greater community to gather with the common enjoyment, interest and desire of experiencing Japanese flavors, sights and sounds. This is a chance to learn about Japanese culture, sample a variety of Japanese and Japanese-American cuisines such as gyoza, curry rice, spam musubi, enjoy traditional music and dance performances, watch a judo demonstration, shop a wide variety of countless merchants, and be entertained by Japanese Taiko drums. These cultural performances will begin at 12:30 pm with the last performance will be at 5:30 pm. For a complete schedule, please visit our website, esgvjcc.org. There will also be a special presentation by the West Covina City Council.

For the past sixteen years, the East San Gabriel Valley Japanese Community Center and the City of West Covina have partnered on various projects and programs, including the promotion and preservation of the cultural heritage unique to Japanese-American members of our community. The East San Gabriel Valley Japanese Community Center and the City of West Covina also sponsor the City's Sister City Program with the city of Ohtawara, Japan. Funds raised from the Cherry Blossom Festival will assist the Sister City Student Exchange Program to occur this summer, as well as the various social, artistic, recreational and educational programs offered at the East San Gabriel Valley Japanese Community Center. For additional information, call the East San Gabriel Valley Japanese Community Center at (626) 960-2566 or the City of West Covina at (626) 939-8430.