FOR IMMEDIATE RELEASE
June 29, 2021

Keiro and JACCC to Virtually Host Fourth Annual Keiro no Hi Festival

LOS ANGELES, June 29, 2021 – Keiro and Japanese American Cultural & Community Center (JACCC) will co-host the fourth annual Keiro no Hi Festival, in honor of the Japanese national holiday, in a virtual format on Saturday, September 18, 2021.

The festival will begin with a complimentary bento lunch and gift bag pickup for individuals age 60 and older, at designated locations throughout Southern California, available from 11:00 a.m. to 1:00 p.m. Following the pickup, a fun and interactive video will premiere online from 2:00 to 3:00 p.m. The virtual festival will include workshops, entertainment, an Arts Showcase, and more for older adults and their loved ones to enjoy from the comfort of their own homes. In lieu of a bento and gift bag pickup on the day of the event, an option for a complimentary mailed gift package is available.

“This past year, our community showed resilience and demonstrated that we can come to care for one another. This year’s festival celebrates the older adults in Our Community that we all care for, and we look forward to partnering with JACCC to bring back this exciting event once again,” said Gene S. Kanamori, Keiro’s President & CEO.

“JACCC treasures the unique artistry and insight that the older adults in our community can share with all of us,” said Patricia Wyatt, JACCC’s President & CEO. “It’s our true honor to join with Keiro in uplifting the talents of our community members, in an event we hope unites us all during this special Festival.”

Keiro is also curating fine art submissions via email for older adults who would like their artwork to be on display during the festival’s virtual program; this year’s theme is “celebration.” Please visit the guidelines at keiro.org/arts-showcase for more information. All Art Showcase submissions are due by Friday, August 13.

The link to the online video premiere of the festival will be available at keiro.org and JACCC.org — no registration is required. However, prior registration is required to have a gift package mailed to you OR to pick up a bento and gift bag (available while supplies last) from one of the following locations: East San Gabriel Valley Japanese Community Center, Gardena Valley
Japanese Cultural Institute, Orange County Buddhist Church, Pasadena Buddhist Temple, and Venice Japanese Community Center (location details are subject to change).

To register for a mailed gift package OR bento and gift pickup, please visit keiro.org/knh. Registration will open on Thursday, July 1 and close on Friday, August 27.

For more information, please contact Keiro at (213) 873-5792 or email programs@keiro.org.

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**About Keiro**

For 60 years, Keiro has focused on improving the quality of life for older adults and their caregivers in the Japanese American community of Los Angeles, Orange, and Ventura counties. Keiro provides a range of culturally-sensitive programs and resources, in both English and Japanese, to meet the evolving needs of our aging community. In everything we do, we advance our mission through a person-centered, innovative, and collaborative approach. For more information, visit keiro.org.

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**About Japanese American Cultural & Community Center**

Founded in 1971, Japanese American Cultural & Community Center is one of the largest ethnic arts and cultural centers of its kind in the United States. The Japanese American Cultural & Community Center weaves Japanese and Japanese American arts and culture into the fabric of our communities. JACCC remains firmly rooted in Little Tokyo, providing a vital place to build connections between people and cultures, locally and internationally. Through inclusive programs and authentic experiences, we continue our traditions and nurture the next generation of innovative artists, culture-bearers, and thinkers.

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