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FOR IMMEDIATE RELEASE

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Keiro and JACCC to Host Second Annual Keiro no Hi Festival in Little Tokyo

JULY 18, 2019 – Keiro and Japanese American Cultural & Community Center (JACCC) will co-host the second annual Keiro no Hi festival to celebrate Our Community’s older adults on Saturday, September 14, 2019. In its inaugural year, this free intergenerational festival attracted over 1,000 attendees who enjoyed a day of festivities consisting of activities, food, entertainment, and more.

This year’s festival will be open to the general public beginning at 10:00 a.m. and will conclude at 4:00 p.m. The festival will be held in the JACCC Plaza (244 S. San Pedro St. Los Angeles, CA 90012) and will feature performances by older adult music and dance groups, a series of health and aging-related workshops, and resources to assist with the aging process. Please join us as we express our appreciation for the older adults in Our Community.

Complimentary transportation from numerous locations as well as a hosted bento lunch will be made available on the day of the event to attendees ages 60 and above, free of charge on a first-come, first-served basis with prior registration. Those celebrating their 60th, 77th, 88th, 99th, 100th or 100-plus birthdays in 2019 will also receive a special birthday gift with prior registration. We hope that you and your families can join us at this exciting community event, as we come together to celebrate the older adults in our lives.

A public holiday in Japan, *Keiro no Hi* or Respect for the Aged Day, honors older adults and their life achievements and contributions. The festival is free, but prior RSVP is required in order to receive a free bento lunch, a special birthday gift, or to use transportation. Please contact Keiro by calling 213.873.5708 or by emailing programs@keiro.org for more information. To register for Keiro no Hi please visit www.keiro.org/knh or www.jaccc.org/keiro-no-hi-festival.

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About Keiro

Keiro is a mission-driven organization engaged in improving the quality of life for older adults and their caregivers in the Japanese American and Japanese community of Los Angeles, Orange, and Ventura counties. Keiro delivers a wide range of resources to address the challenges and



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barriers that aging presents: isolation, limited financial resources, complex health conditions, and cognitive and memory disabilities. Keiro also partners with companies and organizations that can expand its services and ability to reach seniors and caregivers, and participates in research and innovative work where Keiro can contribute to advancing progress in resolving the challenges of aging. Keiro is based in Los Angeles. For more information, visit Keiro.org.

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. A hub for Japanese and Japanese American arts and culture and a community gathering place for the diverse voices it inspires—JACCC connects traditional and contemporary; community participants and creative professionals; Southern California and the world beyond. JACCC also provides office space in its five-story complex to a wide variety of nonprofit cultural, educational, and community-based organizations in Los Angeles.