

## MEDIA ADVISORY



### **SUPPORT JAPAN 2011 – HOPE LOVE JAPAN FUNDRAISER**

Friday March 18, 2011

**FOR IMMEDIATE RELEASE**

VICTORIA, BC – In light of the recent disaster in Japan, a group of concerned citizens have joined forces with 4 of the Japanese Canadian organizations in Victoria and launched a fundraising campaign. Several fundraising events will take place within the next month, under the same umbrella, Support Japan 2011 – Ganbare Nippon (which loosely means: Never give up Japan).

The **HOPE LOVE JAPAN** family-friendly daytime fundraising event hopes to raise **\$15,000**. All proceeds will be donated directly to the Canadian Red Cross, for exclusive relief efforts in Japan.

**WHAT:** HOPE LOVE JAPAN - an afternoon inspired by Japanese tradition, with music by Masako Hockey and Satomi Edwards, tea service and Japanese blessing. The afternoon will feature a silent auction, with incredible products and services donated by local businesses. There will also be a photo-booth set up with photographer Véronique da Silva, and a children's craft area hosting a 1000 cranes for Japan craft project, as well as a Support Japan 2011 t-shirt sale. Admission is by donation (suggested minimum of \$20).

**WHEN:** SUNDAY MARCH 27, 2011, FROM 1PM TO 5PM

**WHERE:** PARKSIDE VICTORIA RESORT AND SPA, ATRIUM  
810 HUMBOLT STREET, VICTORIA BC

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FACEBOOK PAGE: **Hope Love Japan: Fundraising Event**

TWITTER: **@HopeLoveJapan**