

Asian Celebration

PRESS RELEASE

OREGON ASIAN CELEBRATION

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For Immediate Release

**2009 Oregon Asian Celebration: "Heart of Asia"
February 14 & 15, 2009
10 a.m. to 7 pm Saturday; 10 am to 6 pm on Sunday
Lane Events Center/Fairgrounds, Eugene, OR**

Eugene, OR-- Bring your loved ones to this year's Oregon Asian Celebration! The 24th annual Oregon Asian Celebration celebrates the theme "Heart of Asia" with nonstop festivities February 14 and 15 at the Lane Events Center at the Fairgrounds. Doors open at 10:00 a.m. both days and close at 7:00 pm on Saturday and 6 p.m. on Sunday.

This year's theme coincides with Valentine's Day and is about the heart and all that it symbolizes: Love, Life and Health and is depicted in the event's poster design by Eugene artist Marianne Walker.

The poster features two colorful intertwined fish known as Koi. The Koi is considered to be one of the most auspicious of collectable fish in Asia. Valued and prized for their coloring and pattern configuration, avid collectors take the markings of Koi very seriously.

The Koi fish symbolizes prosperity. Orange is the color of creativity and laughter. The orange colors and patterns of the Koi coupled with the blue background of the poster are complimentary and symbolize creative expression, which will abound at this year's celebration, says event chair David Tam.

"Visitors can experience this year's theme by exploring different areas set up for learning about Asian cultural heritage through dance and entertainment, or learn from non-stop demonstrations of crafts, martial arts and Asian cooking," Tam said.

Several partnering events with organizations such as the Jordan Schnitzer Art Museum and An Evening of Aloha by Mele Ohana, a local Hawaiian organization, are also planned and visitors are encouraged to attend and participate at these events at the festival site and off-site, as well. (See schedule of partner events at the end of this press release)

Arrive at the main stage for the opening performance at 10:00 a.m. and take part in scaring away the evil spirits with the Chinese Lion Dancers. This traditional performance signals the beginning of the event and features a gyrating Chinese Lion who winds his way through the festival site to usher in good luck for the festival.

A full schedule of main stage entertainment is planned. Back by popular demand, is the Northwest's renowned Portland Taiko. Entertainment is also planned for the Atrium Arts stage, Youth room area, and Martial Arts stage. On both Saturday and Sunday at the Atrium Art stage, the University of Oregon International Cultural Service Program will feature performances by international students from **China, Japan, South Korea, Hong Kong/Philippines, Indonesia, Vietnam, India, Nepal,** and **Bhutan**. Closing the festival at the Atrium Art stage, the Consulate General of Indonesia is presenting a traditional Balinese Dance at 6:00 pm on Saturday, only.

In the Crafts demonstration area, artist Beverly Toyu invites people to participate in creating their own life mask for a with a loved one. Toyu creates a mold of the participants face and makes the experience relaxing and mystical.

This year's cooking demonstrations feature heart healthy cuisine to reflect this year's theme "Heart of Asia". Coordinator Marvy Schuman and her guest chefs will highlight the value of Asian cuisine and promoting the Asian way of eating as recourse against the battle with obesity. Featured menus include delicious boiled foods, steamed foods, budget stretchers and rice dishes that are easy to prepare at home. Cuisines featured this year will be Chinese, Japanese, Korean, Filipino, Thai, and Indian.

The Youth Room offers both entertainment and hands-on cultural activities. In honor of *Skipping Stones* magazine, youth are invited to participate in the **Valentine Haiku Contest** where all poems will be displayed. Deadline for submitting poems is February 3 by emailing mjoo@efn.org. Youth of all ages can also engage in Origami paper folding, Gotaku printing, anime drawings, making a carp kite, and other "take-away" items.

Martial arts continue to be a popular and growing sport and known for its cardiovascular benefits to the heart. Coordinator Alan Best of Best Martial Arts has programmed exhibitions by area martial arts academies to showcase many different forms of the sport. Exhibitions are planned all day, both days, on the Performance Hall stage.

New this year is the addition of the Ohana Room that features a series of Hawaiian cultural workshops sponsored by Mele 'Ohana, a local Hawaiian cultural organization. On Saturday, visitors can participate in learning beginning, intermediate or advanced ukulele, and on Sunday learn how to hula, make a lei, and create beautiful Hawaiian greeting cards. Ukulele classes are \$20 each and Sunday's lei and card making classes are \$5 each.

Visitors can stroll through the Fine Arts exhibit to see displays of paintings, prints, and sculptures, enjoy the bonsai exhibit, or peruse the Asian marketplace featuring nearly 80 vendors with colorful trinkets and gifts.

Visitors will be tempted by the aroma of Asian cuisine provided by more than a dozen Asian food vendors. Sample menu items representing popular foods of Korea, Japan, India, Thailand, China, Pakistan, and the Philippines.

The Oregon Asian Celebration is produced by the Eugene Springfield Asian Council, an all-volunteer organization whose mission is to promote Asian and Asian-American cultural awareness. Membership is open to anyone.

The 24th annual festival is sponsored by Kikkoman International, Sunrise Asian Market, the Jordan Schnitzer Museum of Art, SELCO, McDonalds, the City of Eugene, PacInfo Internet Solutions, MIX 94.5, and KVAL-TV.

Admission is \$4 for adults, and free for age 12 and under. Tickets are available at the door. A complete schedule is available at www.asiancelebration.org. For more information, contact David Tam at 541-554-9350.

PARTNER EVENTS OF THE OREGON ASIAN CELEBRATION

Partner Events

LASTING LEGACIES: THE FIRST 75 YEARS

January 24-April 12, 2009
Jordan Schnitzer Museum of Art
University of Oregon
jsma.uoregon.edu or 541-346-3027

The Jordan Schnitzer Museum of Art is celebrating 75 years of creativity, inspiration, innovation and imagination. *Lasting Legacies: The First 75 Years* is the cornerstone exhibit of a year-long celebration. This museum-wide retrospective reflects on the art in the collection, and the people who have shaped the museum's past and present and will build its future.

AN EVENING OF ALOHA—MUSIC & HULA OF HAWAI'I

Presented by Mele 'Ohana
Friday, Feb. 13, 2009, 7:30 pm
(doors open at 6:30 pm)
Lane Events Center
Adults \$20, 12 & under \$10, (tickets at the door)
Advanced light meal add \$5
www.meleohana.net

Music & dance concert featuring Herb Ohta, Jr., renowned 'ukulele virtuoso; Steven Espaniola, slack key guitar and 'ukulele master; and Kumu Hula Pekelo Day and Halau Hula O Na Pua O Hawai'i Nei. Proceeds benefit the Ukes for Kids program and future Hawaiian cultural events.

ASIAN CELEBRATION AFTER HOURS PARTY WITH DJ DROOPY

Friday, Feb. 13, 2009, 10:00 pm
Taboo, 23 W. 6th, Eugene
\$5 for 21 & over, \$10 for 18-20
www.tabooeugene.com

DJ Droopy is a Portland-area Vietnamese-Chinese DJ playing Asian and American music.

DAY OF REMEMBRANCE 2009

"Bearing Witness to Injustice – Empowerment by Example"
University of Oregon Law School
1515 Agate Street, Room 175
Saturday, Feb. 21, 2009, 2:00 pm
Free event presented by the
Eugene Day of Remembrance Committee

Call for information (541) 343-2874

Claire Mix, a documentary film maker, will show footage and discuss a work in progress about her Caucasian mother, Ruth Mix, who was a volunteer nurse's aide in the hospital at Gila River Internment camp from 1942 to 1945. Her experience was so saddening that she couldn't speak of it until 60 years later, when a diagnosis of terminal cancer drove her to tell the story while she still had time. With this film, Claire intends to fulfill her mother's wish that the public be plainly and accurately told about what happened Japanese Americans during WWII. This will be an uplifting event focusing on the power of individual kindness.

THIRD ANNUAL PACIFIC MARTIAL ARTS CONFERENCE

Sponsored by Best Martial Arts Institute

Saturday, Jan. 24, 2009 &

Saturday, April 4, 2009,

10:30 am-5:00 pm

Eugene School of Karate,

921 International Way, Spfld

Free, \$10 donation requested

www.pacificmartialartsconference.com

This is a one-of-a-kind event that allows martial artists to learn from a wide range of experts from the Eugene/Springfield area and around the Pacific Northwest. PacMAC brings our martial arts community together to train and exchange ideas. Teen and adult students of all martial arts are welcome. Don't miss this rare opportunity to experience so many styles under one roof! Classes will be 25 minutes long with a 5-minute break in between.

KUMORICON 2009

Anime Convention

September 5-7, 2009

Sat. & Sun. 8:00 am-2:00 am

Monday 8:00 am-5:00 pm

Hilton Portland & Executive Tower

921 SW Sixth Ave., Portland

Registration \$45 at the door,

discounts for early registration,

single day registration, kids

www.kumoricon.org

Oregon's largest anime convention, held in Portland over Labor Day weekend.

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