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The Nichi Bei Foundation is
a fiscally sponsored project
of Community Initiatives.

**THE 2011 NORTHERN CALIFORNIA
CHERRY BLOSSOM FESTIVAL** **GUIDE**
Invitation Letter

February 24, 2011

The *Nichi Bei Weekly*, publishers of the Official Guide to the Northern California Cherry Blossom Festival for the past two years, will this year publish the **most comprehensive guide to the largest celebration of Japanese American culture in the state**. Join Northern California's leading Japanese American newspaper in toasting the spring festivities!

More than 200,000 people are expected to attend this year's celebration, which will be held on Saturday and Sunday, April 9 & 10, 16 & 17, 2011.

The *Nichi Bei Weekly's Guide to the Northern California Cherry Blossom Festival* is **one of our most popular and widely circulated publications**. We will distribute **30,000 copies to some 400 to 500 key locations throughout California and across the country**, including Japanese grocery markets, Japanese restaurants, churches, community centers, festival attendees and subscribers.

The *Nichi Bei Weekly* Cherry Blossom Festival Guide is the most comprehensive guide to the festival, as well as the most widely distributed guide to the celebration of Japanese culture. It will be printed with a glossy cover on 48 pages. Advertise in this special edition and reach out to San Francisco, the Peninsula, the South Bay, the East Bay and throughout Northern California and beyond!

Your advertisement will not only be rewarding to your business or organization — while helping us to promote the festival — **but it also helps support the Nichi Bei Foundation's efforts to create and sustain the first nonprofit ethnic newspaper of its kind in the country, the Nichi Bei Weekly**. Through your support, we can continue our work to keep the community connected, informed, and empowered while documenting our community's history for generations to come.

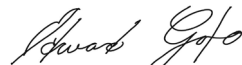
Place your order for a greeting or advertisement no later than Friday, March 11, 2011. We have included a return envelope for your convenience, or you may fax the ad information to (415) 673-1063. If you have any questions, please do not hesitate to call our Advertising Department at (415) 673-1009 or e-mail ads@nichibeiveekly.org.

With your support we look forward to continuing our success as we strive to be the glue that holds the community together.

Sincerely,



Kenji Taguma
President



Edward Goto
Advertising Manager