



**GENERAL INFORMATION:** Japan America Kite Festival® is an annual event that started in 2006. Since its inception, the festival has grown to become one of the largest kite festivals in Southern California! It has also gained international acclaim as the most “Family Friendly” kiting event worldwide. The event is open to the public with free admission and is presented by:

**Japan America Society of Southern California (JASSC)**

We thank the following sponsors for generously making the Festival possible:

- Presenting Sponsors* **Bandai Foundation**  
**Toyota Motor Sales, U.S.A., Inc. and Toyota Financial Services**
- Audio Equipment Sponsor* **Yamaha Corporation of America**
- Official Airline Sponsor* **Delta Air Lines**
- Kite Sponsors* **X Kites® and BrainStormProducts, LLC.**
- Sponsors* **Bruce Tea** **Hitachi, Ltd.**  
**Los Angeles METRO** **Temple University, Japan Campus**
- Food Booth Sponsors* **Gaja Moc** **Poke Alaea**  
**Ramen Burger** **Sunny Blue, Inc.**

**SUPPORT KITING FOR AT-RISK YOUTH!** Proceeds from the festival go to support the **HITACHI Japanese Kite Workshops** hosted by the Japan America Society of Southern California (JASSC), which serves at-risk youth in the Greater Los Angeles region. The children learn how to make Japanese-style kites and learn about Japanese culture. In 2016, 1,400 students will benefit from this program and to-date, over 12,000 elementary school students have participated in the workshops.

**Want to help increase the number of students served?** Stop by the information desk in the main tent and donate today or visit [www.jas-socal.org/JAKF](http://www.jas-socal.org/JAKF) for more details.

**PHOTOGRAPHY:** Please be advised that photographs will be taken at the event. These images may be used on JASSC website, JASSC Facebook page, press, marketing materials, and publications issued by JASSC. By entering this event, you consent to JASSC photographing and using your image and likeness. If you do not wish to be photographed, please notify the official photographer at the event.

**SAFETY NOTES:** When flying your kites during the festival, please fly safely and be considerate of other flyers and non-flyers alike.

**Please Obey All Direction Given by Santa Monica Lifeguards and Event Staff!**

**MORE INFO:** [www.jas-socal.org/JAKF](http://www.jas-socal.org/JAKF) or [facebook.com/JapanAmericaKiteFest](https://facebook.com/JapanAmericaKiteFest)

PRESENTED BY

  
Japan America Society of Southern California

  
Foundation

  
TOYOTA

  
Let's Go Places

  
TOYOTA FINANCIAL SERVICES

  
KITES

OFFICIAL AIRLINE SPONSOR

  
DELTA

KITE SPONSORS

  
BRAIN STORM

**Largest Japanese Kite Event Outside of Japan!**

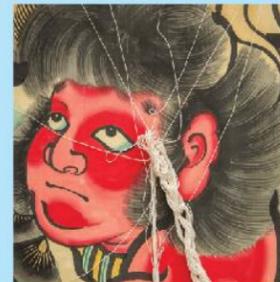
**20<sup>th</sup> Annual JAPAN AMERICA KITE FESTIVAL®**

**Sunday, October 16, 2016 • 11am - 4pm**  
**Santa Monica Pier, Santa Monica, CA**  
**Free Admission! Fun for the whole family!**

  
**Taiko Drums & Japanese Cultural Performances**

  
**Kid's Kite Workshop & Game Corner**

  
**Japanese Food Vendors**

  
**Kid's Candy Drop & Tail Chase**

  
**Hundreds of Kites & Much More!**

  
**Taiko Drums & Japanese Cultural Performances**

  
**Kid's Kite Workshop & Game Corner**

  
**Japanese Food Vendors**

  
**Kid's Candy Drop & Tail Chase**

  
**Hundreds of Kites & Much More!**

**SPONSORS & SUPPORTERS**

  
HITACHI Inspire the Next

  
TEMPLE UNIVERSITY Japan Campus

  
YAMAHA

  
Metro Did you take the Expo Line?  
 Show your TAP card and receive a **free kite** and a **bottle of Bruce Tea** (while supplies last)!

  
BRUCE TEA

  
GAJA OKONOMIYAKI

  
sunny blue

**MORE INFO: (310) 965-9050 [www.jas-socal.org/JAKF](http://www.jas-socal.org/JAKF)**