

Penang Yosakoi Parade

19th January 2013 Inaugural Event

2013 marks the 40th Anniversary of ASEAN-Japan relations, so what better way to commemorate the anniversary than with a big party, Japan-ASEAN style?

The Inaugural Penang Yosakoi Parade & Carnival is being organized to bring a taste of Japan to the people of Penang, via its food, culture, shows, dance, games, and regional specialties.

It's Penang's most comprehensive Japan Fair!!

What Is A Yosakoi Parade?

In Japan, the Yosakoi Carnival Parade is attended by tens of thousands of participants and hundreds of thousands of spectators who throng the main street to catch a glimpse of the energetic Yosakoi dance performances. The Parade is reminiscent of the Buenos Aires' Carnival or New Orleans's Mardi Gras Parade where dancers, floats, and bands parade down the street in an all-out celebration street party.



The Penang version of the Yosakoi Parade & Carnival will see guest Yosakoi teams from Japan and other ASEAN countries such as Thailand, Vietnam, Indonesia, and Singapore participate.

And since this is a cultural exchange, we expect many dance teams from Penang will also be participating! Come see your friends in the parade!



The Penang Carnival will be held within the historic enclave of GEORGETOWN. The Parade will start from the “Banker’s row” of Beach Street (aka Lebuhraya Pantai) and will work its way down to the Victorian Clock Tower round about.

The parade will then continue around the Fort Cornwallis along the Esplanade grounds. stage set up, where invited to perform dance. Audiences at indulge in the food products for sale and games set up in the Esplanade typical of a carnival.



continue around the Fort seafront and end up at the The Esplanade will have a the Yosakoi teams would be their stage version of their the Esplanade may also

How to Participate

Dancers, Paraders, Organisations, Cultural Groups, Beauty Queens, Cosplayer, Marching Bands and Floats are all invited to attend!



Check our website: [http:// penangyosakoiparade.com](http://penangyosakoiparade.com) for details on how to join the Parade!

CARNIVAL Participation

The fun begins from the afternoon at the Esplanade, where different districts and streets of Japan are featured to promote different aspects and areas of Japan. The Zones will feature well-known and some less well-known Japanese Streets and regions such as Osaka Mall, Kyoto Quarters, Onsen Districts etc. These zones will be laid out to maximize pedestrian traffic, and will also feature ATTRACTIONS to help bring in customers to each zone.

Kyoto Quarters



Kyoto people are famous for their love of fashion and clothes.
 ATTRACTION(s):
 ◆ Geisha girls coming out to do her shopping
 ◆ A stall offering genuine kimonos for rental



Area for companies/stalls promoting: FASHION, ACCESSORIES and RETAIL ITEMS

Akihabara Electric Town

A main shopping area in Tokyo for electronic, computer, anime and otaku goods.

ATTRACTION(s):

- ◆ Cosplayers and Game Stalls

Area for companies/stalls promoting: ELECTRONIC and COMPUTER goods, CAMERAS, GAMES, ANIME BOOKS, etc



Minshuku Alley Minshuku is a rustic Japanese Inn. While similar to Ryokan,

Minshukus are sometimes converted homes or houses that are opened for guests and tourists. It's a great way to see the 'real' Japan.

ATTRACTION(s): ◆ Sales counters for coupons for Luck Draw

- ◆ Japanese Ghost House!!

Area for companies/stalls promoting: Properties, hotels, travel agents

Kyushu Onsen District

Areas of Beppu, Oita, Kumamoto in Kyushu – the southern island of Japan is known for its active volcanoes and many hot-springs, with each hot-spring having its own special mineral bath salts.

ATTRACTION(s):

- ◆ Oasis for Japanese foot bath for the tired feet
- ◆ Sale of Spa items

Area for companies/stalls promoting: SPAS, RESORTS, SOAPS, NAILS etc



Himeji Castle

Kid's Zone for games, stories, animation

ATTRACTION:

- ◆ Game Stalls, Kingyo Sukui etc
- ◆ Kendo and Martial Arts demo and trial

Area for companies/stalls promoting: Games, Leisure Parks, Children's items etc

Osaka Mall – for food stalls

Japanese restaurants will be invited to sell their specialty – max 2 types of food per stall so as to reduce competition between stalls.

Eg. Sushi; Chawanmushi; Gyoza; Karaage Fried Chicken; Tako-yaki, Dorayaki, Mitsume etc



Hokkaido Ice Palace – for drinks & ice-creams



◆ **ATTRACTION:** Maid Café Sitting area where ‘Maids in costume’ take your order

SPONSORSHIP Participation

Sponsors are given a unique opportunity to pick and choose the *format* for promoting their company at the event – from giant screen advertising, fireworks, floats, corporate tents, team flags, etc Please enquire for details

Organisers

Pink Hibiscus Club and MG Events - the Organisers

The members of this NGO has been very active in Penang promoting Japanese culture to the people of Penang. They established the State’s first Yosakoi dance team and perform yearly at the Penang Bon Odori. They also organized and held many successful Japanese theme events since 2005, notably the Penang for Japan Earthquake Charity Fundraising at Straits Quay and raised over RM1.5million, Kimono and Opera Charity Gala, Tokio Festival, Shichigosan Festival and many others.

Working in conjunction to make this event a success;-

- *Co-organised by the Penang Global Tourism and MPPP*
- *Endorsed by the Penang State Tourism and Culture*
- *Supported by the Consulate General of Japan in Penang and Malaysia Cosplay Toshokan*



For more information

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