

THE JOY OF SAKE

PRESS RELEASE

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Joy of Sake Contributes Cash Relief to Fifty Brewery Families

The Joy of Sake has presented donations to 50 brewery families that lost their homes in the last year's tsunami. Of the fifty destroyed homes, 25 were located in Iwate Prefecture, 23 in Miyagi Prefecture and two in Fukushima Prefecture.

Approximately 3000 sake enthusiasts attended last year's Joy of Sake events in Honolulu, New York and Tokyo. A portion of the ticket proceeds was dedicated to providing relief for brewery families. Roughly \$39,000, or ¥3,000,000 was raised, enough for ¥60,000 for each family.

“After the disaster, the sake community in New York held a fundraiser in May and made a substantial contribution to the Japan Red Cross,” explained Chris Pearce, program director of The Joy of Sake. “We wanted to find a way to get relief funds directly to those who had lost their homes in the tsunami. With the help of prefectural brewing associations in Iwate, Miyagi and Fukushima prefectures, we were able to deliver the contributions to each individual family.”

Among the expressions of thanks received from the breweries was a letter from Kakuboshi Brewing Co., Ltd., in Kesenuma, Miyagi Prefecture. Kaichiro Saito, the brewery's managing director, wrote, “Thank you very much for the donation to seven of our employees who lost their homes in the tsunami caused by the Great East Japan Earthquake. Currently 21 of our 27 employees are still living in temporary structures. But now that a year has passed things are gradually becoming calmer and more settled.”

The Joy of Sake is a non-profit organization whose mission is sake education. This year New York's Joy of Sake event is on September 20 at the Altman Building in Chelsea. The Joy of Sake will be held in Honolulu on July 20, following the U.S. National Sake Appraisal on July 17 and 18.

For further information please contact info@joyofsake.com.