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## **NEW YORK ANIME FESTIVAL ANNOUNCES COSPLAY DAY AT KINOKUNIYA**

### **NYAF CELEBRATES THE OPENING OF KINOKUNIYA'S FLAGSHIP STORE**

Norwalk, CT, October 26, 2007: The New York Anime Festival (NYAF) today announced a Cosplay Day to celebrate the opening of Kinokuniya Bookstore's new flagship store in New York City. On Saturday, November 3, any patron dressed in costume who visits the Kinokuniya Bookstore at 1073 Avenue of the Americas (between 40th and 41st Streets) from 10 AM to 8 PM will receive a 10% discount off all anime and manga purchases and be entered into a raffle to win one of 10 complimentary weekend passes to the New York Anime Festival. In addition, the first 500 cosplayers will all take home a gift bag courtesy of VIZ Media.

Kinokuniya is a Japanese bookstore chain with international stores in countries including Australia, Taiwan, and Thailand. Kinokuniya's new location at 1073 Avenue of the Americas in New York City is the book merchant's largest US location -- and the largest Japanese bookstore in America. The store's 24,000 square feet are spread across three floors, including a café overlooking Bryant Park. In addition to Japanese-language books and comics, Kinokuniya offers a diverse array of original Japanese magazines, artbooks, DVDs, CDs, clothing, cosplay accessories, toys, and cultural items as well as English-language books, manga, and anime.

Kinokuniya's new flagship store opened its doors on October 20th, and various events in addition to the Cosplay Day are scheduled to take place throughout October and November in celebration.

"We've very excited to be sponsoring the Cosplay Day at Kinokuniya," NYAF Show Manager John McGeary said. "The success of Kinokuniya demonstrates just how much Japanese values, tradition, and culture have become a part of America's culture, a blending that is also at the heart of the New York Anime Festival."

"Kinokuniya has grown tremendously since we opened our first store in New York City," Kinokuniya Store Manager John Fuller said. "We're proud to be part of New York, and our new store overlooking Bryant Park will allow us to give back more to our city than ever before, and we're very happy to be working with the New York Anime Festival, one of New York's up-and-coming anime institutions, to help show our thanks to all our patrons."

Further details and directions can be found at [nyanimefestival.com](http://nyanimefestival.com).

#### **ABOUT COSPLAY:**

Cosplay is short for "costume play" and is one of the most vivid and creative aspects of anime fandom. At its center is the creation and wearing of costumes based on a fan's favorite anime or manga character.

#### **ABOUT KINOKUNIYA:**

Japanese Arts, Cooking, Fashion and Anime. More than a bookstore, Kinokuniya is a community where New Yorkers gather to relax, sit at the café, and meet internationally acclaimed writers and artists. Kinokuniya is the New York subsidiary of Kinokuniya Company, LTD, the world's leading Japanese bookstore which operates 84 stores internationally. Founded in 1927, Kinokuniya's first store opened in the Shinjuku district of Tokyo. Today, Kinokuniya has developed into a large-scale bookstore chain with the goal of providing Japanese living abroad with information from home as quickly as possible and introducing Japanese tradition and culture to the local community. For more information please visit our flagship US store location at 1073 Avenues of the Americas (between 40th and 41st Streets) or on the Web at [kinokuniya.com](http://kinokuniya.com).

#### **ABOUT THE NEW YORK ANIME FESTIVAL:**

The New York Anime Festival takes place December 7-9, 2007 at the Jacob K. Javits Center in Midtown Manhattan and is organized by Reed Exhibitions, the creators of New York Comic Con. The New York Anime Festival will showcase the best of anime pop culture, including the latest anime, manga, Japanese cinema, music, and games, and anime-influenced comics, animation, and films from around the world. The festival will feature exclusive and extensive screenings, a gala cosplay masquerade, sessions with the some of the biggest names in anime from Japan, Asia, and America, and explore the Japanese cultural experience with displays of both traditional and cutting-edge Japanese life.

The New York Anime Festival is sponsored by ADV Films, Anime Innovation Tokyo, *Anime Insider*, Anime Network, Anime News Network, AnimeNEXT, BookExpo America, Diamond

Book Distributors, Entertainment Consumers Association, FUNimation Entertainment, ICv2, ImaginAsian, Kinokuniya Bookstores, *License! Global*, Manga Video, New York Comic Con, NEW YORK - TOKYO, *Newtype USA*, *Publishers Weekly*, Starz Media, THINK Corp, TOKYOPOP, *Video Business*, VIZ Media, Wedge Holdings, Wizards of the Coast, and the World Cosplay Summit.

The New York Anime Festival's Guests of Honor include Peter Fernandez, Corinne Orr, Kobun Shizuno, and Aimee Major Steinberger. The New York Anime Festival's musical guests include HAPPYFUNSMILE, UNICORN TABLE, and Voltaire.

Further information and tickets can be found at [www.newyorkanimefestival.com](http://www.newyorkanimefestival.com).

**ABOUT REED EXHIBITIONS:**

The New York Anime Festival is operated by Reed Exhibitions, the world's leading events organizer. In 2006, Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today, Reed events are held in 34 countries throughout the Americas, Europe, the Middle East, and Asia, and organized by 37 fully staffed offices.

Reed organizes a wide range of events, including exhibitions, conferences, congresses, and meetings. Its portfolio of over 460 events serves 52 industry sectors, including aerospace and defense, building and construction, design, electronics, energy, oil and gas, entertainment, food and hospitality, gifts, healthcare, IT/telecoms, jewelry, manufacturing, marketing and business services, pharmaceuticals, property, publishing, security, sport and recreation, transport and logistics, and travel.

Working closely with professional bodies, trade associations, and government departments, Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2005, Reed Elsevier made adjusted profit before taxation of £1,002 million on turnover of £5,166 million.

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