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PRESS RELEASE

Mini Anime Festival in Harlem at Dwyer Cultural Center
Sunday, May 23, 2010

The Dwyer Cultural Center in Harlem is delighted to announce that PJ Pop is hosting its first ever Mini Anime event 'PJ "Mini" Pop' Sunday May 23, 2010 from Noon to 6:00pm at the Dwyer Cultural Center, 258 St. Nicholas Avenue in Harlem, New York.

Anime began at the start of the 20th century, when Japanese filmmakers experimented with various animation techniques that had been pioneered in Europe and the United States. In fact, the oldest known anime dates back to 1917 and is a two minute clip of a samurai trying to test a new sword on his enemy. Today we know anime from Japanese cartoon television series or movies made in Japan. Although, the makers of anime each have a style of their own, generally anime includes characters with large eyes, big hair and elongated limbs. Its influence in this country dates back to Astro Boy and the first Pokemon games. The typical anime series often deals with complex issues and offers insight into Japanese culture and a diverse set of Asian myths and stories.

The mission of PJ "mini" Pop is to convey the taste, sense and ambience of authentic Japanese culture including anime, games, pop culture and food, etc. - the PJ-POP experience (Premiere Japanese POP Culture). The PJ "mini" Pop in Harlem will introduce Japanese pop culture to local Harlem families, residents, and students.

The planned event will feature a concert by Japanese pop singer Reni, a display of anime merchandises available in major anime stores in NY, panel discussions, a demonstration of robots and modern architectural and mechanical designs, and special screenings of anime for fans.

The Dwyer Cultural Center, a state of the art 7,000 square foot multimedia cultural center, is a partnership of Community Works and International Communications Association and is devoted exclusively to the culture, traditions, and history of Harlem.

Admission to this event is \$15.00. For more information and to RSVP call the Dwyer Culture Center at 212-222-8901 or e-mail: rsvp@dwyercc.org

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