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Photos courtesy of Frank Jang, Ryan Kozu, Brian Lim and Anela Pang

## Thousands Celebrate APA Heritage in Japantwon

By Angela Pang

SAN FRANCISCO - Sunshine and blue skies greeted tens of thousands of fairgoers who came out en masse to celebrate Asian Pacific American Heritage Month on May 17 in San Francisco's Japantown.

The fourth annual Asian Heritage Street Celebration - the largest gathering of Asian Pacific Americans in the nation - featured Asian American artists, DJs, martial arts, Asian pop culture, J-cars, a muay Thai kickboxing ring, scrumptious food, a karaoke contest, arts and crafts, anime, free community health screenings, two stages and exciting prizes.

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## Street Celebration Sponsors

Compiled by Joyce Aldana

The Asian Heritage Street Celebration could not happen without the generous support of our corporate and business sponsors. Their contributions allow the Street Celebration to mount a massive public outreach and media campaign that includes: outdoor advertising on bus lines, subway and bus shelters; television advertising on major network stations, cable television and Asian TV; radio promotions on Top Forty stations and Asian radio; print advertisements in nearly a dozen Asian newspapers, the San Francisco Chronicle and local publications; and widespread distribution of posters and postcards throughout the Bay Area.

We encourage our corporate partners to increase their awareness and commitment to Asian and Pacific Islander heritage so Asian Pacific Americans can identify those corporate entities open and willing to partner with our community and support our development.

Our sponsors share with Street Celebration audiences their commitment to the fair and APA Heritage Month. We hope our readers and fairgoers will support our sponsorship partners.

### CPMC

"One of the best parts of living in San Francisco is its diversity, experiencing so many different communities and cultures in one small city. That's why it's always a pleasure to be part of the Asian Heritage Street Celebration, meeting our neighbors and friends from the API community, enjoying the rich culture they bring to San Francisco. We're also delighted to be able to give something back to the API community through our city-wide confidential hepatitis B screenings, raising awareness about the fact that one in ten Asians is infected with hep B, which, if left untreated, can result in liver failure, even death.

- *Paula Lykins, Manager, Community Relations, California Pacific Medical Center*

### SUBARU

"Subaru of America is proud to support the Asian Heritage Street Celebration. It's a natural fit for our community and the people who enjoy our All Wheel Drive vehicles. The name Subaru comes from the Japanese word 'to unite' and this celebration unites many diverse Asian communities that enrich our culture in so many ways."

- *Jim Pernas, Regional Vice President, Subaru of America, Inc. Northwest Region*

### AT&T

"AT&T is proud to sponsor the 2008 Asian Heritage Street Celebration. Our company has a rich heritage of diversity and inclusion, so we're especially pleased to support an event that brings the community together to celebrate the culture, art and history of the Asian American community."

- *Ken Mintz, Director of External Affairs, San Francisco AT&T*

### WELLS FARGO

"As the Bay Area's top corporate giver among financial institutions to local nonprofits in the Bay Area, Wells Fargo is proud, once again, to support the Asian Heritage Street Celebration. It is a wonderful event that celebrates San Francisco's diverse Asian communities."

- *Maggie Mui, Senior Vice President, Director of Specialized Solutions, Wells Fargo*

### BROWN AND TOLAND

"We're proud to be supporting [the HepB Free] campaign, and we're committed to making this disease truly preventable."

- *Eric Kwok, M.D., an internist with Brown & Toland and a member of the Board of Directors.*

### BRISTOL-MYERS SQUIBB

"Bristol-Myers Squibb is proud to support this important community event as it celebrates Asian Americans' rich heritage and promotes greater awareness among Asian Americans in the Bay Area. Bristol-Myers Squibb is committed to making a difference in the fight against hepatitis B - a disease that disproportionately affects Asians in this country."

- *Sonia Choi, Director, Bristol-Myers Squibb Corporate Communications*

**CBS5 / CW 44**

"CBS 5 and The CW 44 / Cable 12 (KPIX/KBCW Televisions) are pleased to support and participate in the Asian Heritage Street Celebration for the fourth consecutive year. The fair continues to provide a wonderful venue for celebrating the richness and diversity of the Asian communities, and we are proud to be a part of such an important and successful program. It perfectly complements our continual work in diversity."

- *Ron Longinotti, CBS 5/The CW 44/Cable 12 (KPIX/KBCW Televisions) President and General Manager*

**PG&E**

"PG&E proudly supports the Asian Heritage Street Celebration. Connecting with California's diverse communities is much more than just communicating in different languages. It's about understanding and respecting how different cultures shape customers' needs and expectations and responding accordingly. That's why we believe it's just as important to bring energy to the diverse Asian communities through our actions as it is through our power lines."

- *Ophelia Basgal, Vice President, Civic Partnership and Community Initiatives, PG&E*

**CALIFORNIA LOTTERY**

"On behalf of the California Lottery, we are honored to be a sponsor of the 4th Annual Asian Heritage Street Celebration. As first-year partners, we are pleased to contribute to a wonderful event recognizing the grace and beauty of the Asian culture. Thank you for giving us this opportunity to be part of San Francisco's Asian community."

- *Joan Borucki, California Lottery Director*

**SINGHA**

"Singha 'The Original Thai Beer' is proud to support the San Francisco 4th Annual Asian Heritage Street Celebration of 2008. The Brewery is honored and thrilled to be invited to participate in this year's celebration that honors the diverse culture and history of all Asian Americans as we all unite here in the Bay Area."

- *Charles Chaicharee, Singha North America Director of Marketing Communications and Business Development*

**GOLDEN GATE DISPOSAL & RECYCLING COMPANY**

"San Francisco is a wonderfully diverse city. The Asian Heritage Street Celebration helps recognize diversity in our city by honoring Asian Americans and their contributions to the community we call San Francisco. Golden Gate Disposal & Recycling Company (SFRecycling.com) is proud to help mark Asian American Heritage Month and this important celebration."

- *Robert Reed, Public Relations Manager, Sunset Scavenger Company and Golden Gate Disposal & Recycling Company*

**JAPANTOWN MERCHANTS ASSOCIATION OF SAN FRANCISCO**

"I am extremely delighted the Asian Heritage Street Celebration has returned to Japantown, helping to preserve this endangered community."

- *Richard Hashimoto, President, Japantown Merchants Association of San Francisco*

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**Celebration's Community Media Sponsors**

Each year, the Asian Heritage Street Celebration works with a wide cross section of television stations, newspapers, magazines and websites that serve the Asian, Chinese, Filipino, Japanese, Korean, South Asian, and Southeast Asian populations in the Bay Area. These partnering media groups are the backbone of the Street Celebration's outreach efforts and are key to disseminating news and information to the Asian and Pacific Islander communities. We are proud of our special relationships with these media, and we thank them for their support and contributions to Asian Pacific America.

**Hokubei Mainichi**

Hokubei Mainichi was established in San Francisco in 1948 to provide information to the community in both Japanese and English. The publication still links Japanese Americans with news not available from the mainstream media. "We welcome the opportunity to participate in pan-Asian events, which enable us to represent our community while learning about other Asian communities," says J.K. Yamamoto, English editor.

**ImaginAsian TV**

ImaginAsian Entertainment, Inc. a multimedia company that promotes Asian Pacific American culture to mainstream America, is headquartered in New York City. ImaginAsian Entertainment uses a fully integrated marketing strategy through multiple platforms, including: ImaginAsian TV - America's first 24/7 Asian American network; ImaginAsian Pictures - distribution of cutting-edge and critically acclaimed Asian films; ImaginAsian Home Entertainment - video/DVD unit dedicated to quality Asian home entertainment; ImaginAsian Radio and iaLink - a community-based e-zine.

"The Asian Heritage Street Celebration is a powerful demonstration of the Asian American diversity that thrives in San Francisco," said Michael Huh, VP of Marketing & Strategic Development of ImaginAsian Entertainment. "We are excited to be participating in this event, which celebrates Asian Pacific American Heritage Month, commemorating the rich history and culture of Asian Americans."

**The Korea Times, San Francisco**

In 1970, The Korea Times, San Francisco (formerly Korea Daily Newspaper) was established in San Francisco as a bridge between Korean Americans and the larger community. It is the largest Korean-language newspaper in Northern California, with the largest subscription and circulation base in both local and national markets.

**MYX**

Launched in early 2007, MYX is the primary music and lifestyle channel embracing the entire Asian American community through music, culture, and entertainment. MYX is a nationally distributed television channel focusing on Asian American influencers and those making a difference in the community. Developed by ABS-CBN, one of Asia's largest media companies, MYX is headquartered in San Francisco. This channel embraces the young, fast-growing Asian American community, as well as a broader audience interested in Asian music fusion, culture, entertainment and user-generated content.

For the complete list, visit [AHSC Media Sponsors](#).

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Thanks to all our wonderful sponsors!



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Muni route, schedule & fare info: 311/TTY 415.701.2323 or [www.sfmta.com](http://www.sfmta.com). Muni services are accessible.

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## The Community

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