



FOR IMMEDIATE RELEASE

Experience the largest Natsu Matsuri at the National Stadium this September!

- *Over 100 booths featuring authentic Japanese food and beverage, merchandise and games*
- *A Pokémon Carnival and Pikachu Dance Parade on both days*
- *All-day stage performances, traditional Bon-Odori dance, Yukata try-outs, and more*

Singapore, 25 July 2019 – The Singapore Sports Hub today announced the launch of ticket sales for the largest Natsu Matsuri event in Singapore: the second edition of the Japan Summer Festival scheduled to be held at the National Stadium, in conjunction with the quarterly Sports Hub Community Play Day. Members of the public can purchase tickets online from 10am onwards till 6 September 2019 at a discounted price of \$6. Onsite tickets are priced at \$8 and admission is complimentary for children below 1.2 meters in height.

Japanese Culture, Activities and Tasty Treats

The two-day event will take place on the 7 and 8 of September 2019, Saturday and Sunday. Visitors can expect an immersive experience in traditional and popular Japanese culture, through activities such as the Bon-Odori dance, musical stage performances, the Pokémon Carnival and Pikachu Dance Parade, as well as Yukata try-outs, among many more activities (Highlights in [Annex A](#)).

There are also plenty of Japanese tasty treats and products to pore over, among the over 100 booths showcasing authentic Japanese food and beverage, merchandise and games. Fans of Japanese food can look forward to savouring tasty Japanese dishes, such as Wagyu Rice Burgers, Deep-fried Cheese Mochi, as well as favourites like Okonomiyaki and Yakisoba.

Commemorating the Bicentennial Year

In celebration of Singapore's Bicentennial year, the Sports Hub Community Play Day will introduce the Heritage Challenge, an activity incorporating elements of Singapore's traditional heritage. There will be various challenges comprising games popular in yesteryear

such as Capteh, Five Stones, Jump Rope, Giant Snake & Ladders, as well as the nostalgia-infused OHANA Games commemorating the bicentennial year at this year's event. Participants can form a team to take on the Heritage Challenge or try the individual activities at the try-out stations.

A Fitness Weekend for All

Games aside, fitness enthusiasts can work out under the dome of the National Stadium during the J-Pop Fitness Dance Jam session, while families can get a taste of kart racing with the Family Pedal Go-Kart where participants can compete against each other in "eco-friendly" pedal go-karts. Visitors can also sign up for the free annual Community Fitness Assessment, where participants are given the opportunity to keep track of their fitness progress and goals.

Tickets for the event will be available via the Sports Hub Tix website www.sportshubtix.sg, hotline +65 3158 7888, Sports Hub Tix Box Office at Singapore Indoor Stadium, The Star Performing Arts Centre Box Office, Scotts Square Concierge Desk, and all SingPost outlets. The Japan Summer Festival event is organised in collaboration with the Japanese Association of Singapore and aims to harness better cultural understanding between both the Japanese and local communities. A list of the event's sponsors can be found in [Annex B](#).

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PHOTOS & VISUALS

Download link:

<https://www.dropbox.com/sh/uh4hznrcx24lbr/AAD6XVDM3LhXKbG5UhZ6xSXVa?dl=0>

(Photo credit: Singapore Sports Hub)

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#sgsportshub

#SportsHubPlayDay

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ANNEX A – EVENT HIGHLIGHTS

What Japan Summer Festival in conjunction with Sports Hub Community Play Day
When 7 & 8 Sep (Sat & Sun), 12pm – 9pm **Where** National Stadium



BON-ODORI

7 & 8 Sep: From 6.30pm to 8.30pm

Join in this time-honored Japanese dance under the canopy of the world's largest free-spanning dome! Don the Yukata – the traditional Japanese garment – while taking part in this activity, for a memorable experience.



OVER 100 JAPANESE F&B AND MERCHANDISE STALLS

From 12pm onwards

Fans of Japanese food can look forward to savouring tasty Japanese dishes, such as Wagyu Rice Burgers, Deep-fried Cheese Mochi, as well as favourites like Okonomiyaki and Yakisoba.



JAPANESE STAGE PERFORMANCES

From 2:50pm onwards

Performances featuring Japanese dance and theatrical shows will be performed on a massive open-air stage located in the centre of the National Stadium.



YUKATA RENTALS & TRY-OUTS

From 3pm onwards

Dress the part by putting on the traditional Japanese summer garment, the Yukata. The attire is a casual version of the Kimono. A rental service of the garment will be set up during the event, and the supply of the outfits are available while stocks last. A price list will be announced soon.



POKÉMON CARNIVAL AND PIKACHU DANCE PARADE

From 12 pm

Pokémon fans can take part in six carnival games on site and catch Pikachu parade around the stadium grounds at 5pm!



OHANA Games

Suitable for 4 years old and above

12.30pm to 9pm

Visitors can gather their family and friends, form teams of three to five and relive the good ol' days of Singapore, with games featuring elements of Singaporean heritage such as pulling a rickshaw and doing the Samsui Dash, among the fun games available. *Registration required**



J-POP FITNESS DANCE JAM

7 & 8 Sep: 1pm – 2.30pm

Fitness buffs can take part in this heart-pumping group workout led by Japanese instructors. The dance fitness session is a fusion of Japan pop-culture and fitness exercises targeted at both the Japanese and local community.

ANNEX B – LIST OF SPONSORS

NO.	SPONSORS NAME	S. PACKAGE
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5	MITSUBISHI CORPORATION	BRONZE
6	MITSUMI & CO. (ASIA PACIFIC) PTE LTD	BRONZE
7	MUFG BANK, LTD. SINGAPORE BRANCH	BRONZE
8	MSIG INSURANCE (S) PTE LTD	BRONZE
9	SUMITOMO MITSUI BANKING CORPORATION	BRONZE
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11	HITACHI ASIA LTD	BRONZE
12	TAKENAKA CORPORATION	BRONZE
13	MITSUBISHI ELECTRIC ASIA PTE LTD	FRIENDS OF JSF
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21	MITSUBISHI UFJ LEASE (SINGAPORE) PTE LTD	FRIENDS OF JSF
22	MOL (ASIA OCEANIA) PTE LTD	FRIENDS OF JSF
23	MITSUBISHI UFJ TRUST AND BANKING CORPORATION	FRIENDS OF JSF
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