



EST. 1984

## PRESS RELEASE

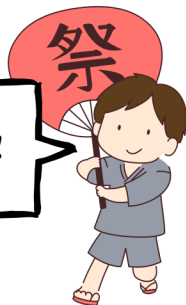
**In its 40th year, the Arizona Matsuri is returning to  
Steele Indian School Park!**

- February 24th (Saturday) February 25th (Sunday), 2024
- **THEME: SAKURA: Japanese for Cherry Blossom**
- 10 AM – 5 PM (both days)
- **Location: Steele Indian School Park, The Circle of Life | Between 3rd and Central Streets on Indian School Road, Phoenix, Arizona**
- **FREE ADMISSION!**
- Multiple Stages with ongoing Music, Martial Arts, Dance, Taiko (Japanese drumming), CosPlay, “Candyman,” story-telling, and more!
- Merchandise Vendors with authentic Japanese products!
- Food Vendors with authentic and fusion Japanese tasty food and drinks!
- Exhibitors like ikebana (flower arranging), bonsai (miniature trees), katana (Japanese sword display), Hiroshima Calling, kokeshi (Japanese doll display), tea ceremony and more!
- Passport: for ages 4 – 12; teens-visit 6 locations to learn about Japanese culture & food!
- Do you want to donate to our raffle? <https://www.azmatsuri.org/get-involved/raffle-donations>
- Haiku Expo: Submit your 5-7-5 syllable poem here: <https://www.azmatsuri.org/haiku>
- *Arizona Matsuri is a cooperative effort coordinated by the Arizona Matsuri Steering Committee, with participation from the Arizona Buddhist Temple, Arizona Gakuen School, The City of Phoenix Parks & Recreation Department, the Japanese American Citizens League, the Japanese Friendship Garden of Phoenix, the Japanese Business Association of Arizona, the Japanese Culture Club of Arizona, Tomono-kai, Phoenix Japanese Language Culture Group (Meetup) and the Phoenix Sister Cities Commission/Himeji Committee along with many other benefactors and supporters.*
- 2024 Poster design by Ms. Eriko Fujiyoshi Saxon, owner of “EnColor”
- Arizona Matsuri is a 501(c)(3) non-profit organization. Established 1984

Thank you for your continued support!



THANK YOU!





EST. 1984

PO Box 35035  
Phoenix, AZ 85969  
azmatsuri.org  
info@azmatsuri.org

December 26, 2023

## 2024 - ARIZONA MATSURI 40th ANNIVERSARY (2/24-2/25) INFORMATION

The Arizona Matsuri (Matsuri, meaning is “Festival” in Japanese)/(AZM) will be celebrating its 40th anniversary in 2024. The theme is “Sakura,” which represents “a time of renewal and optimism.”

This two-day annual cultural Festival has been in the City of Phoenix and City of Phoenix Parks and Recreation/(COP) for 38 (2 years were Virtual festivals due to the pandemic) 35 years at Heritage Square until we outgrew that area in 2019. 1995 the Festival was held at Patriot’s Square Park, due to maintenance at the Lath House. And now at the Steele Indian School Park for two (2) years, starting in 2020. 2023 - was record-breaking for the number of attendees (est. 100,000-110,000) and merchant vendors (47).

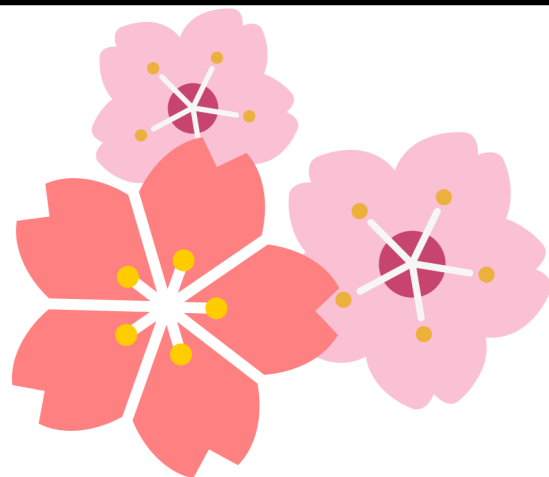
Our growth can be measured not just in the festival attendance, but in the planning and participation of local and national brands. The table to the right shows some fun stats that illustrate how we have greatly expanded the food, shopping, and entertainment at the festival.

| Fun Stats     | Merchants | Food Vendors | Total |
|---------------|-----------|--------------|-------|
| 1994          | 8         | 10           | 18    |
| 2014          | 42        | 14           | 56    |
| 2023          | 47        | 27           | 74    |
| Estimate 2024 | 57        | 35           | 92    |





EST. 1984



**2024 will provide some new activities:**

- Introduce a new Taiko performing artist from Kodo, Japan, Chieko Kojima.
  - [https://www.kodo.or.jp/en/about\\_en/member/chieko](https://www.kodo.or.jp/en/about_en/member/chieko)
- The International Relations department from the City of Himeji will provide an interactive tile craft for participants
- Hold a ramune (a Japanese carbonated soft drink) contest for kids
- Extend more time for our Cosplay contest
- Ask the participants to submit their favorite AZM photo that will be shown towards the south end of the Park managed by Relic Sanctum
- 40th Anniversary celebration

**We also provide:**

- Japanese Tea Ceremonies
- Children's play/interactive area
- Beer Garden
- Indoor (Visitor Center)
- Outdoor Exhibitors
- 4 - Stages for Performers/Demonstrators (2024, we will have five (5) stages). Asahi Beer is sponsoring the new stage in the Beer Garden.

We believe our success comes from being humble, true to our mission statement, support from the community, established volunteers, and the connection we have with the COP Parks and Recreation staff.



THANK YOU!

