



NEWS RELEASE

For Immediate Release
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Japanese Animation and Cultural Festival returns to SFU

Vancouver, BC – Anime Evolution, Vancouver's own interactive Asian cultural festival, returns for its second year as a full convention. This three-day event will be held August 20-22 at Simon Fraser University's Burnaby campus as a part of the Vancouver Asian Heritage Month Society's explorASIAN 2004. Partial proceeds for the event will be donated to the SFU Food Bank.

This year's features include interactive panel discussions with industry guests, cultural demonstrations, 24-hour video rooms, a charity auction and more. Upwards of 1,800 attendees are expected, as diverse in age as 5 to 50.

Last year's event drew over 1,200 attendees and succeeded in raising \$6000 for the SFU Food Bank.

Anime Evolution began as a campus event by SFU's Altered Reality Club showcasing Japanese Animation to the public in an effort to raise awareness of the genre. Generally regarded as an underground phenomenon in North America, Japanese Animation, also known as Anime, has increasingly become a part of the mainstream in recent years. Anime Evolution has expanded to accommodate this growing interest, while maintaining its grassroots ties, and is proud to be supported by the efforts of local fan organisations in the Vancouver area, as well as industry and other groups in North America and Japan.

Anime Evolution's focus is entertainment, community and cultural diversity in a fun, inclusive and accessible setting.

For more information visit: www.animeevolution.com.

Media are welcome to attend Anime Evolution 2004. Please see contact below to inquire about media accreditation.

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Media Contact:
Melinda Lau
Media and Promotions
Ph: 778. 883. 4243
E-mail: melinda@animeevolution.com

AE is proud to be part of

explorASIAN
a festival celebrating Pan-Asian arts & culture