

# Opening Announcement from The Very Special Music Festival Sendai 2011

## ■The Very Special Music Festival – Bringing us together

The Very Special Music Festival is a festival which will fill the streets with performances for people with challenges and those without to enjoy.

The City Volunteer Committee established the Executive Committee to "Break down the barriers between us with the power of music" for the first festival held in 2001.

Since then, with the support of so many people, the music festivals have grown to include not only Sendai but also Higashi Matsushima City, Kurihara City, Minami Soma City, Akita City, Morioka City, Yamagata City, Aizu Wakamatsu City and Kumamoto City. All of us are seeking to promote a "barrier free spirit" in our communities.

Our watchword is "Everyone Should Be Different!"

The Music Festivals have continued for these 10 years with the purpose of bringing together anyone who wanted to participate.

## ■What should we do now?

With the goal of opening the 11th Festival on June 5th of this year, preparations were fully underway. On March 11th at 2:46 PM, however, Sendai city and Miyagi Prefecture where we live, as well as the surrounding areas were struck by a massive earthquake and tidal wave. The extent of damage is still unknown.

Many of the Executive Committee members and those who were scheduled to perform, families, friends, workplaces, homes and communities have been affected by this disaster.

What should we do for the people of Sendai and Miyagi Prefecture who have been affected by this disaster? We want most to support and assist our friends most seriously hit in Higashi Matsushima City and Minami Soma City

We conducted a survey of the original 298 groups scheduled to perform after the disaster, and more than 270 of them wanted to go on with their performance! We received many messages, saying things like "Especially now, a Music Festival is Important" or "We want to show our spirit".

Among these respondents are those who are still living in evacuation shelters and whose instruments have been washed away in the tsunami.

## ■The Power of Music

We have seen the impact that music can have on people through the years of Music Festivals. For 10 years we have watched as the music of the Music Festivals has brought smiles to the faces of so many people, encouraging many who struggle in their daily lives.

It is our belief that "The Power of Music" is especially important now.

Music has the power to make people feel better, to calm their hearts, and to bring them together.

We are convinced that by holding The Very Special Music Festival Sendai 2011, the people who have suffered so much in this disaster will gain courage and take those first difficult steps in rebuilding their lives and their communities.

### ■Declaration

1. The Very Special Music Festival Sendai 2011 will be held to "Uplift the Hearts" of those who suffered in the disaster.
2. The Very Special Music Festival Sendai 2011 will send a happy message from disaster stricken Sendai and Miyagi Prefecture to all those around Japan and, indeed, the whole world who supported and assisted us.
3. The Very Special Music Festival Sendai 2011 will provide a wonderful "first step" towards restoring smiles to the faces of people in our city and support for the rebuilding that we are starting right now.

**To bring smiles to the hearts of everyone the 11th Very Special Music Festival Sendai will be held on June 5th, 2011.**

### ■Outline

- Date: June 5, 2011 (Sun)
- Street Performances: 10:30 ~ 17:00 (Scheduled)
- Finalé: 17:30 ~ 19:30 (Scheduled)
- Locations: Sendai City (Total of 28 performance venues (Scheduled)) .
- Performance groups: about 270
- Organizer: The Very Special Music Festival Executive Committee Sendai
- Support: NPO Organization OHAIE Products

We look forward to everyone's support and cooperation in the success of this music festival.

**POWER OF MUSIC  
FOR YOU  
FOR US**