

Rilakkuma Weekend



Rilakkuma™



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Rilakkuma Weekend Party: Saturday, August 14, 2010

Rilakkuma Weekend Pop-Up Shop & Events: August 14-15, 2010

Rilakkuma Weekend x Umami Burger Two-Week Promotion: August 7-22, 2010

This August, Los Angeles will experience a taste of Japan. Highly-popular **San-X** characters **Rilakkuma** and **Mamegoma** will be presenting ***Rilakkuma Weekend***, an amazing weekend of food, fun and shopping, in association with **Umami Burger**. For the occasion, **Jamie Rivadeneira** of **JapanLA** will curate a custom San-X pop-up shop filled with San-X characters and rare merchandise from Japan. The weekend will also include a party and Japanese-inspired events produced by Bubble Punch.

Rilakkuma is one of the most popular characters in Japan and is produced by San-X. The name Rilakkuma is a unique combination of the Japanese pronunciation of relax and the Japanese word for bear. True to its name, Rilakkuma enjoys relaxing, and its favorite activities include eating, sleeping, and listening to music. Accompanying Rilakkuma will be San-X pal Mamegoma, an adorable seal character.

To celebrate Rilakkuma and Mamegoma's U.S. arrival, Umami Burger will present a **special two-week promotion** at **all four Los Angeles locations**: Los Feliz, La Brea, Space 15 Twenty and Santa Monica. Limited-edition collectible merchandise and serveware will be featured at Umami Burger during the week leading up to and following ***Rilakkuma Weekend***. Come join the fun and experience the fifth taste of LA with Rilakkuma and Mamegoma!

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Rilakkuma Weekend Schedule & Locations:

Party

Rilakkuma Weekend Pop-Up Party

Saturday, August 14, 2010

7-11pm

7326 Melrose Avenue

Los Angeles, CA 90046

Shopping & Special Events

Rilakkuma Weekend Pop-Up Shop

August 14-15, 2010

Saturday: 11am-11pm, Sunday: 11am-7pm

7326 Melrose Avenue

Los Angeles, CA 90046

Food

Rilakkuma Weekend x Umami Burger Promotion

Two-Weeks: August 7 to August 22, 2010

All four Umami Burger Locations:

850 South La Brea Avenue, Los Angeles, CA (323) 931-3000

4655 Hollywood Boulevard, Los Angeles, CA (323) 669-3922

1520 North Cahuenga Boulevard, Los Angeles, CA (323) 469-3100

500 Broadway Santa Monica, CA (310) 451-1300

All events will be open to the public and free of charge, and please visit www.Japanla.com for complete event information.

ABOUT SAN-X

SAN-X Co., Ltd. is based in Tokyo, Japan and creates unique and fun characters that are embraced by fans around the world. Founded in 1932, San-X has produced approximately over one thousand characters, including Rilakkuma, Monokuro Boo, Mamegoma, Tsuginohikerori, Kutsushitanyanko, Kamonohashikamo, Kireizukinseikatsu, Tarepanda, and Afro Ken. San-X characters are licensed worldwide in China, Taiwan, Hong Kong, Korea, Thailand, Indonesia, Malaysia, Italy, Brazil, Philippines, Singapore and the USA, and they have partnered with globally recognized brands such as Kit Kat, Toyota, Tower Records, Fuji-TV and Sega Toys to produce unique tie-ins and collaborations. For more information, please visit www.san-x.jp.

ABOUT UMAMI BURGER

Launched in 2009, Umami Burger is a growing burger concept dedicated to the “fifth taste” by Los Angeles-based entrepreneur and restaurant creator Adam Fleischman. In his newest venture, Fleischman has created a fleet of exotic and tasty burgers made with traditional as well as unexpected ingredients (house-processed cheeses, house-made condiments, and house-ground beef). The restaurant’s namesake burger combines more than six umami-rich ingredients, including a Parmesan cheese crisp and oven-dried tomatoes. Umami Burger has four locations: 850 S. La Brea Avenue in Los Angeles, 4655 Hollywood Blvd in Los Feliz, Space 1520 at 1520 Cahuenga in Hollywood, and 500 S Broadway in Santa Monica, and for more information, please visit www.umamiburger.com.

ABOUT JAPANLA

Inspired by Japanese and American Pop Culture, JapanLA is a unique retail destination that caters to adults who love “kawaii” or “cute” toys, apparel, and gifts. Owner Jamie Rivadeneira curates a highly-edited selection of rare and limited-edition items imported from Japan’s most popular character brands. They also carry items inspired by Japanese pop culture, including handpicked items made by local and international independent artists. Also a lifestyle brand, JapanLA plans creative theme parties and organizes its highly-anticipated annual “JapanLA Super Mega Fun Tokyo Tour,” where customers and friends travel to Japanese destinations such as Harajuku, Shibuya, and Akihabara. JapanLA makes it fun for people of all ages to share their love for “cute” in their life. JapanLA is located in the Melrose Shopping Area, at 648 N. Fuller Ave., Los Angeles, CA 90036. Please visit the website at www.japanla.com <<http://www.japanla.com/>> or call (323) 934-5201 for more information.

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