



For Immediate Release

ASIAN CULTURAL COUNCIL LAUNCHES PROGRAM TO ASSIST JAPANESE ARTISTS AND CULTURAL INSTITUTIONS AFFECTED BY MARCH EARTHQUAKE WITH BENEFIT AT MIKIMOTO ON JUNE 23

The Asian Cultural Council held a benefit at Mikimoto, the world's premier pearl jeweler, to launch Arts in Action • Japan, a new program to assist artists, arts and cultural institutions and cultural districts devastated by the earthquake in Japan in March. Hosted by Mikimoto, the event took place on June 23.

Among the 50 guests who attended the evening, which included a sake tasting, were Natori and Company president and long-time ACC Trustee Josie Cruz Natori, the internationally renowned Indian painter Natvar Bhavsar and Vicky Schade, General Manager at Mikimoto, New York. Both Ms. Natori and Ms. Schade spoke about the ACC's new program. The guests also included many of the organization's Trustees and friends. Rick Smith, owner of SAKAYA sake shop, provided the four different varieties of sake.

Mikimoto has donated 15% of all sales to ACC friends between June 23-July 7 to benefit the restoration and reconstruction of the cultural areas, materials and artworks destroyed by the earthquake and subsequent tsunami.

The Asian Cultural Council has provided grants to enable cultural exchange between the U.S. and the countries of Asia, and within Asia to nearly 6,000 artists, scholars and arts and cultural administrators and institutions since the organization's founding by John D. Rockefeller 3rd in 1963. ACC presently provides almost \$1.5 million annually to about 100 grantees each year.

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