



## PRESS ANNOUNCEMENT

**For Immediate Release**

March 25, 2011

**Contact: Mr. Keiji Iwatake**  
Director, Sasakawa Peace  
Foundation USA  
(202) 296-6694

### **Sasakawa Peace Foundation USA Announces New Japan Relief Fund**

*CARE FOR JAPAN Launched in Cooperation with The Nippon Foundation to Raise Relief Funds for Local Care Networks in Wake of Earthquake and Tsunami Disasters*

[Washington, DC] -- For decades, Japan has been at the forefront of efforts to reach out to stricken nations suffering natural disasters around the world. Now facing its biggest postwar reconstruction effort, Japan needs international support to rebuild communities fractured by the earthquake and tsunami of March 11<sup>th</sup>.

For nearly 50 years, The Nippon Foundation has helped Japan's towns and neighborhoods deliver social and health services to children, the elderly, the disabled, and the dispossessed. CANPAN, an initiative of The Nippon Foundation, provides a clearinghouse to support nearly 9,000 community assistance and volunteer groups ranging from elder care programs to Japan Save the Children.

Local support lies at the heart of the Foundation's work, bringing bloodmobiles, retirement homes, fire departments, and medical services to remote maritime villages. The Foundation has unrivalled experience in immediate disaster assistance in Japan, helping the most vulnerable following the 1995 Kobe Earthquake. It also came to the aid of communities after the 1997 Mikuni oil spill, and more recently the 2004 Mid-Niigata and 2007 Noto Peninsula Earthquakes.

The Washington DC based Sasakawa Peace Foundation USA is enabling Americans to contribute to the Nippon Foundation's long-term community reconstruction efforts. The new fund is called **CARE FOR JAPAN**. 100% of all donations will go toward Japanese community relief efforts. Donors can stay posted by tracking how all of the funds are distributed, either on the The Nippon Foundation or Sasakawa Peace Foundation USA websites.

**CARE FOR JAPAN** launches its campaign on Saturday March 26th and Sunday March 27th with prominent ads in *The New York Times*, *The Washington Post*, *The Wall Street Journal*, and *The Los Angeles Times*. Donations are accepted by credit card through their website [www.spfusa.org/care.htm](http://www.spfusa.org/care.htm) or by checks to the Sasakawa Peace Foundation USA, 1819 L Street, NW, Suite 300, Washington, DC 20036.

###