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JAPANiCAN TO CLEAN UP THE STREETS OF AKIHABARA Foreign Volunteers Being Recruited for Yearly “Clean & Cool Communication” Event

TOKYO, JAPAN – On 13 February 2009, coinciding with “Yokoso! Japan Weeks 2009”, JTB Group company JAPANiCAN Inc. will hold a clean-up event entitled “Clean & Cool Communication” in Tokyo’s Akihabara electronics district. Volunteers are currently being recruited to join the event, which is designed to give visitors to Japan and fans of Japanese pop-culture a chance to connect with *Akiba* on a grassroots level. One of the lucky participants will also be presented with a free daytrip for two to Mt. Fuji and Hakone.

URL: www.japanican.com

Akihabara has long attracted savvy visitors seeking the latest in technology and deals on consumer electronics. In recent years, the area has gained fame for a different kind of visitor, as the international popularity of Japan’s *otaku* pop-culture has prompted fans worldwide to flock to Akihabara specialty stores offering anime, manga, and video-game merchandise. JAPANiCAN hopes that by working alongside local Japanese residents and workers, event participants will gain a deeper understanding of Japanese culture through “Clean & Cool Communication.”

The event will run from 2:30 p.m. to 4:15 p.m. on Friday, 13 February 2009. For more information and to sign up for the event, visitors can logon to http://www.japanican.com/special/clean_akiba/. Participation will be limited to the first 15 people to sign up by 4 February 2009. As a special thank-you for their hard work, event participants will receive goods and collectibles from event co-organizers/sponsors including the Akihabara Tourism Promotion Association, the Akihabara Electrical Town Organization, the Akihabara Shopping District Promotion Cooperative, and the Tourism Industry Association of Japan. Event organizer JAPANiCAN Inc. will also give one randomly selected participant two tickets for a guided tour of Mt. Fuji and Hakone.

About JAPANiCAN

JAPANiCAN.com is an online hotel and tour reservation site providing visitors to Japan access to Japan’s No. 1 travel company, the JTB Group. JAPANiCAN aims to support all visitors to Japan and all those who love Japan’s culture. –END–