



For Immediate Release

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

TOKYO, JAPAN – On 15 February 2010, coinciding with “Yokoso! Japan Year 2010”, JTB Group company JTB Global Marketing & Travel 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](http://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. JTB Global Marketing & Travel 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, 15 February 2010. For more information and to sign up for the event, visitors can logon to [http://www.japanican.com/special/clean\\_akiba/](http://www.japanican.com/special/clean_akiba/). Participation will be limited to the first 20 people to sign up by 8 February 2010. 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, the Akihabara Information Center, SBI VeriTrans, Hotel Grand Place and the Tourism Industry Association of Japan. Event organizer JTB Global Marketing & Travel Inc. will also give one randomly selected participant two tickets for a guided tour of Mt. Fuji and Hakone.

### **About JTB Global Marketing & Travel Inc.**

**JTB Global Marketing & Travel** promotes cultural exchange through travel to Japan and contributes to the development of local societies and travel related organizations.

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