

**MEDIA RELEASE**

For immediate release

**Nikkei National Museum & Cultural Centre  
starts second decade with new logo and name**

BURNABY, BC, February 2012 — The Nikkei National Museum & Cultural Centre is pleased to present a cohesive new name and logo to start our second decade.

Formerly known as both the National Nikkei Museum & Heritage Centre and Japanese Canadian National Museum, our new name is Nikkei National Museum & Cultural Centre. For most purposes we will be using “Nikkei Centre” for general activities and for the building as a whole, and “Nikkei National Museum” for museum-specific activities. It is proposed that we legally change our name to Nikkei National Museum & Cultural Centre at our upcoming AGM in April.

Nikkei Centre officially opened on September 22, 2000 in a beautiful multi-use facility in Burnaby, BC, conceptually designed by renowned Canadian architect Raymond Moriyama. The term Nikkei translates as "of Japanese descent." Nikkei National Museum & Cultural Centre is an incorporated non-profit and charitable society which is community-based and primarily volunteer-run.

*Our mission is to preserve and promote Japanese Canadian history, arts and culture through vibrant programs and exhibits that connect generations and inspire diverse audiences.*

Nikkei National Museum produces several exhibits each year (balancing historical content with traditional and contemporary art) and collects, preserves and makes accessible archives, art and artifacts related to Japanese Canadian heritage. Currently the collection includes more than 3000 photographs, 350 oral history recordings, over 25 metres of archival and textual materials, and 1000 artifacts. The collections are accessed by scholars and community researchers on a regular basis. Each year, over 1000 students participate in our educational programs.

In addition to public programs and exhibits, Nikkei Centre provides community services, weekly cultural programs, produces several publications, and makes our facilities available for public use and special events. We are a well-known “boutique”-style rental facility for weddings, parties and corporate meetings. Nikkei Centre serves all Japanese Canadians across the country, and is an important resource for other communities to learn about the Japanese Canadian experience.

*Nikkei Place is the legacy of over 100 years of Japanese presence in Canada, helping to connect our past with future generations of Canadians.*

Craig Ngai Natsuhara, President



Nikkei Centre was built as a community project to remember and honour the perseverance of the first generation of Japanese Canadian immigrants. Although 70 years have passed since the internment during the Second World War, the effects of displacement continue to resonate within the community and subsequent generations. The Japanese Canadian population is scattered across the country, and the community has the highest intermarriage rate of any ethnic group in Canada (almost 95%).

Nikkei Centre is part of the Nikkei Place family, which also comprises the seniors residences Nikkei Home and New Sakura-so, the Japanese and Western influenced Nikkei Garden, and Nikkei Place Foundation, which is building an endowment fund for the benefit of Nikkei Place.

**Nikkei National Museum & Cultural Centre**

6688 Southoaks Crescent, Burnaby, BC V5E 4M7

604.777.7000

[www.nikkeiplace.org](http://www.nikkeiplace.org)

Nikkei Centre hours: Tuesday-Friday, 10am-9:30pm; Saturday, 9am-4:30pm

Nikkei National Museum hours: Tuesday-Saturday 11am – 5pm

Closed Sunday, Monday, Statutory Holidays

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**Media contact**

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