

Sendai NOW!

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Overview of Sendai City



Sendai, located within Miyagi prefecture, is a city with a population of one million, and is the political and economic center of Japan's Tohoku (northeast) Region. Although Sendai is a big city, it is known throughout Japan as a modern city in harmony with nature.

Sendai International Half Marathon

May 9, 2010 will mark the 20th anniversary of the Sendai International Half Marathon where over 1000 competitors will run through the picturesque City of Trees.

The marathon has grown in popularity and prestige over the years and has been successful in attracting both domestic and internationally renowned athletes who will compete on a course that starts from Sendai City Athletic Field and finishes in front of Sendai City Hall.



Sendai International Half Marathon



Part of the scenic course

As part of a yearly tradition, male and female runners from each of Sendai's Sister Cities are invited to participate in the half marathon. This year, Sendai will welcome runners from Sister Cities

Riverside and Dallas (USA), Rennes (France), Minsk (Belarus), Acapulco (Mexico), Changchun (China), Gwangju (Korea) and Friendship City Tainan (Taiwan).

If you would like to cheer on any of the runners, the first race starts at 9:57 am.

An exchange party will be held for runners from Sendai's Sister Cities from 6:00 pm on May 9. See www.sendaihalf.com/eng/top/

Upcoming Events

MAJET ALT Art & Culture Show. April 16-18. Shimin Katsudo Support Center Theater. Start: Friday 18:30; End: Sunday 16:00. Art, performances and workshops organized by Assistant Language Teachers. miyagi.art@gmail.com

Sendai Orientation. April 24. Sendai International Center. Time: Chinese speakers— 10:30-12:30; Japanese & English speakers— 14:00-16:00. Info on life in Sendai. 022-265-2480

Cirque du Soleil. April 21- June 6. Sendai New Big Top. From 6000 yen~ www.cirquedusoleil.com/en/shows/corteo/tickets/

Sendai Souvenirs

At the end of January, post offices began selling a special stamp series that includes both Sendai and Matsushima (one of the three most scenic places in Japan).



This stamp series shows some of the most beautiful sightseeing spots around Japan to visit and includes Sendai Castle, Jozenji-dori Avenue, Sendai Tanabata Festival and Matsushima.

Stamps are sold at all post offices for 80 yen each, a set of 10 for 800 yen or a special stamp booklet set for 1200 yen.

Seasonal Food Guide

Giant butterbur, also known as *Fuki* in Japanese, is a plant native to Japan and the pale green sprouts, *Fukinotou*, are some of the first plants to signal the arrival of spring.

Fukinotou is used in Miyagi prefecture to make *Bakke Miso*. *Bakke Miso* is made by cooking butterbur sprouts in a sweet miso based sauce. It can be eaten with rice or as a relish with tofu.

The slightly bitter butterbur sprouts go well with the sweet tasting miso.



Other than *Bakke Miso*, tempura butterbur sprouts are also very popular.

Snapshot of March



The 2nd annual Miyagi St. Baldrick's event took place on March 20th, 2010 in Sendai, and 11 Sendaites shaved their heads to help fundraise money for childhood cancer research.

The event featured a diverse line up including Irish music, Japanese rock, reggae, and South American folk, and over 150 people turned out for the event including musicians, artists, cancer survivors, media and locals who wanted to show their support for the cause.

In total, the event raised 300,000 yen, a significant increase from last year's total. The funds will be donated to the Children's Cancer Association of Japan.

miyagistbaldricks@gmail.com



Sendai Aoba Festival

Date: 15-16 May 2010

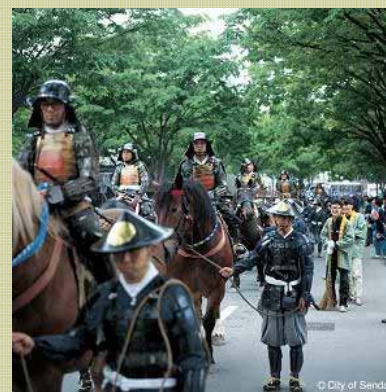
Time: Saturday 11:00 to 21:00

Sunday 11:00 to 1730

The Sendai Aoba Festival represents the coming of spring and the festivities follow the typical Japanese festival traditions; *mikoshi* (portable shrines), floats, a parade, and traditional dancing.

The festival consists of two parts, the Yoi Matsuri and the Hon Matsuri. The Yoi Matsuri is held on Saturday and is famous for the Suzume Odori or Sparrow Dance Competition (a traditional dance encompassing the history of Sendai).

The Hon Matsuri takes place on Sunday with a historical parade of decorative floats and samurai warriors marching in procession. Big drums are also played while participants chant, and this is a great way to end the two day event.



Spotlight on Sendai

The newly revamped Sendai Museum is set to reopen its doors on Tuesday, April 20 to showcase more than 90,000 artifacts including those of Date Masamune, the founder of Sendai.

The museum is located adjacent to Sendai International Center and is a short 10 min bus ride from Sendai Station. Visitors should also visit the International Center if they would like information/pamphlets about sightseeing in Sendai.

Museum open: 9:00-16:45

Closed: Monday

Entry Fee: Adult- 400 yen;
High School Student- 200 yen;
Junior High School Student and below- 100 yen.

www.city.sendai.jp/kyouiku/museum/english/index.html



Ask the Locals! Q&As

Question:

“What do I need to know if planning a trip to Sendai during Golden Week?”

※Golden Week refers to the period from April 29th to May 5th when there are four national holidays

Answer:

“Make sure you book your hotels, plane or train tickets as soon as possible.”

“For information about travelling in Sendai or Miyagi prefecture, go to the Information kiosk on the 2F of Sendai station between 8:30-20:00.”

“Lastly, for parents with children, don't miss the activities at Yagi-yama Zoo including a stamp rally and feeding the animals.”

