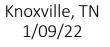
Japanese New Year Celebration























Japanese New Year Celebration Media Coverage

Knoxville, TN 1/09/22

WBIR News 10 1/9/22



KNOXVILLE, Tenn. — The start of the new year is exciting for many people across the world. Japanese culture, New Year's Day is the most important holiday.

The Knox Asian Pestival held the first-ever celebration for the 2022 Japanese New Year. Shok Maisuraske feeds the Festival but was excited to share her own cultural traditions for the new



am so happy that we can introduce Japanese New Year culture to Knoxville this time."

The east this heliday is one executed

"New Year is very important in Japan because we don't celebrate Christmas in Japan so the new year is a kind of Christmas here." Massucaka said.

In Japanese culture, New Year's traditions are associated with purification and renewal. Some traditions shared in the celebration Sunday included the pounding of rice to mochi and writing New Year's cards.

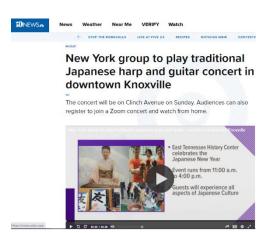
"Instead of sending Christmas cards in Japan, we send nongajo which means New Year cards to each other," Matsucaka said,

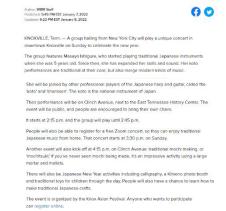
Some of the cards have stickers and drawings of the zodiac animal of the year. Matsuoaka sail 2022 is the year of the tiger meaning we should have a good year ahead of us.

"We have been having such a long pandemic and I hope this new year is the start of a good year." Matsusaka said.

After canceling the last two years because of the pandemic, the Knox Asian Festival will mall its return this summer. The festival will be held in late August.

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