

## ■FESTIVALS

### Nov. 3 BUNKA-NO-HI (Culture Day) National Holiday

Culture Day is held to celebrate the development of culture in Japan. It was established in 1948. Many cultural festivals and events are held at various places on or near this day.

### Oct.1-Dec.31 EHIME KENMIN-SOGO-BUNKASAI

#### (Ehime Pref. Cultural Festival)

The purpose of this festival is to promote the culture of Ehime from art to industry. Various events are held in many cities and towns all over Ehime during this time. (Tel. 089-912-2972)

THEME: IMAKOSO BUNKA NO CHIKARA KOKORO WO HITOTSU NI

(Now / Power of Culture / Let's Bring our Hearts Together)

Oct.30-Nov.6 9:40-18:00 Prefectural Autumn Art exhibition Prefectural Art Museum

Nov.7 12:00-16:30 Haiku contest Shiki Museum

Nov.8 10:00-20:00 Shogi tournament (Tel. 089-933-7856) Kenmin Bunka Kaikan (Annex)  
Fare: 1,000 yen

Nov.15 14:00-17:00 Jazz concert Iyo City Mirai-kan

Nov.22 Drama performance Kenmin Bunka Kaikan (Sub hall))

Modern dance Kenmin Bunka Kaikan (Main hall)

Nov.21-23 9:40-18:00 Art exhibition of Ehime junior high school students Prefectural Art Museum

Dec.6 10:00-16:00 Children's traditional culture festival Kenmin Bunka Kaikan (Sub hall)

### Nov. 15 SHICHI-GO-SAN (7-5-3 Day)

This is a celebration for children who have reached the ages of seven, five and three. On this day

parents and children go to neighboring shrines and pray for the good health of their child. They buy `chitose-ame`, a special candy for this day. For three-year-old girls, the day is also celebrated

as the day they wear kimono with sashes for the first time. For five-year-old boys it is the day when they can wear hakama, a kind of divided skirt. This celebration began in the 17th century in Edo (present-day Tokyo).

### Nov. 23 KINRO-KANSHA-NO-HI (Labor Thanksgiving Day) National Holiday

This day was established to thank working people and celebrate local products.