



FOR IMMEDIATE RELEASE

GFBNEC TO PRESENT 2020 EVENING OF ALOHA VIRTUAL GALA
Livestream of Annual Event Set for Saturday, Nov. 14, 2020

LOS ANGELES (Sept. 30, 2020)—Go For Broke National Education Center (GFBNEC) today announced the livestream broadcast of its 19th Annual Evening of Aloha Virtual Gala on Saturday, Nov. 14, 2020, from 4 p.m. to 5 p.m. PST. This event will honor the valor of American WWII soldiers of Japanese ancestry and highlight contemporary issues of social justice, civil liberties and democracy.

While the Gala traditionally has been an in-person community gathering, GFBNEC expects its livestream event to draw a diverse, multi-generational audience from across the country.

David Ono, ABC7 news anchor and member of GFBNEC’s Board of Directors, will co-host the event with Mitchell T. Maki, GFBNEC President & Chief Executive Officer. The livestream will be available on GFBNEC’s website, www.goforbroke.org, Facebook and YouTube.

Cathy Tanaka of Fukui Mortuary, a GFBNEC Circle of Ambassadors member, and Staci Toji, Esq. of Toji Law and member of GFBNEC’s Board of Directors, will co-chair the 2020 gala. Aratani Foundation and MUFG Union Bank, N.A., the gala’s major sponsors, will lead the generous individual, corporate and community supporters of this celebrated community event.

The event will incorporate many of the unique traditions of the Evening of Aloha Gala that honor the Nisei (second-generation Japanese Americans) veterans, including The Soldier Memorial Table; “In Memoriam” acknowledgments; Veteran Recognition; and GFBNEC’s 2020 Student Essay & Poetry Contest winners. The virtual program also will showcase GFBNEC’s new online programming, which explores the Nisei veterans’ story from different perspectives within and beyond the Japanese American community.

“Our 19th Evening of Aloha will engage a broad geographic audience of veterans, family members and friends to honor our Nisei veterans and their legacy,” Maki said. “As we switch to a livestream event to protect everyone’s health during the pandemic, we’re reaching out to more communities,

age groups and locations than ever. We're excited to welcome old and new supporters to share our veterans' stories and celebrate these remarkable Americans."

New this year, GFBNEC will present two unique veteran recognition opportunities. The "Living Nisei WWII Photo Tributes" will replicate one of the Evening of Aloha's most treasured moments, the live recognition of veterans onstage. This year, GFBNEC has expanded the opportunity to all Nisei veteran organizations nationwide, allowing families and organizations to submit an in-service military and a current photo of living Nisei WWII veterans. All veteran photos will be displayed during the EOA program. To participate, visit GFBNEC's website for more information. Deadline for free submission of photos is Monday, October 5, 2020.

The second opportunity is a special "Thank A Veteran" pre-show digital ad sponsorship. Digital ads can be purchased on GFBNEC's website and must be submitted by October 30, 2020. Benefits include having the honoree's photo and donor message scrolled during the event pre-show; photo and tribute posted on GFBNEC's Facebook page and on www.goforbroke.org; and photo included in an Evening of Aloha wrap up e-blast.

In addition, on Saturday, November 7, 2020, from 10 a.m. to noon, and in conjunction with this year's Veteran's Day, donated plants purchased through the Veteran Floral Plants from the Go For Broke Monument 21st Anniversary Tribute on June 6, 2020 will be on display at the Monument to honor our Nisei veterans. Donors who wish to pick up their plants must arrive by 12 p.m. at the Monument. Moreover, GFBNEC Torchbearers, the "next-gen" supporters, will do their second Nisei veteran gravesite clean-up on November 7, 2020 at Evergreen Cemetery in East Los Angeles. All remaining Veteran Floral Plants will be placed by the Torchbearers at the Nisei veterans' gravesites.

To support its educational programming and outreach during these challenging economic times, GFBNEC will host an online "Fund the Future" campaign to help empower people to create their own stories of courage as inspired by the Japanese American soldiers of WWII. Contributions will provide vital funds to support new educational initiatives, including expanded national outreach; enhanced online and social media presence; and dynamic online programming to engage younger, more diverse audiences.

Individual and corporate sponsorships for Evening of Aloha remain available. For more information on Evening of Aloha sponsorship, "Living Nisei WWII Veteran Photo Tribute," "Thank A Veteran" digital ad sponsorship, and related topics, please contact the development office at development@goforbroke.org, or call (310) 328-0907.



Note to Media: "Go For Broke" was the motto of the 442nd Regimental Combat Team, a segregated Army unit composed of Japanese Americans from Hawaii and the mainland. The term

was Hawaiian slang for “shooting the works,” or risking everything for the big win in gambling—as the Nisei soldiers did while fighting in the field in WWII and facing prejudice at home in the U.S.

About Go For Broke National Education Center

Go For Broke National Education Center (GFBNEC) is a 501(c)(3) nonprofit organization that educates the public on the valor of Japanese American veterans of World War II and their contributions to democracy. Our goal is to inspire new generations to embody the *Nisei* (second-generation) veterans’ core values of courage, sacrifice, equality, humility and patriotism. Founded in 1989, GFBNEC maintains the Go For Broke Monument and the interactive “GFBNEC’s Defining Courage Exhibition” in downtown Los Angeles, as well as extensive oral histories and archives, education and training programs, and other initiatives. For more information, please visit www.goforbroke.org.

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