

City of Sendai presents

Gambaro! Sendai

がんばろう！仙台

International Promotion Section,
City of Sendai, JAPAN

URL : <http://www.send-love.jp/language/index.html>

1. A Festival Season Has Come!



The Tohoku region is famous for a variety of unique festivals. (Akita Kanto Festival / 秋田竿燈まつり)

One of the most interesting activities in the Tohoku region (or north-eastern Japan) in Summer is seeing a variety of unique and exciting festivals. On July 16th and 17th, six big festivals in the Tohoku region gathered in Sendai under the name of "Tohoku Rokkonsai" festival (東北六魂祭). Over 360 thousand people came to see the festival.

Now, a festival season has come!



Six big festivals in the Tohoku region gathered in Sendai for the first time. (Aomori Nebuta Festival / 青森ねぶた祭)



Beautiful Hanagasa dance attracted a large audience. (Yamatgata Hanagasa festival / 山形花笠まつり)



Please come to the Tohoku region to enjoy wonderful summer festivals! (Morioka Sansa Dance / 盛岡さんさ踊り)

2. Let's Enjoy Shopping in Sendai!



There are a lot of attractive shopping spots in Sendai!

If you like shopping, Sendai is a great place for YOU! As Sendai is the largest city in the Tohoku region, there are a number of fascinating stores in and around Sendai.

Some stores were damaged by the disaster in March, but most of them have already resumed their service.

Then, let's go for a shopping trip in Sendai!



2011.7.8

Two major outlet stores in Sendai have already resumed their service!



2011.7.8

Wonderful stores are waiting for YOU!



2011.7.8

You can get EVERYTHING what you want!



2011.7.26

As there are a lot of attractive stores near Sendai station, you are able to enjoy shopping easily! (仙台駅前)



2011.7.22

Shopping streets in the downtown are crowded with a lot of people all the time! - Ichibancho Ave.