

City of Sendai presents

Gambaro! Sendai

がんばろう！仙台

International Promotion Section,
City of Sendai, JAPAN

1. Sendai Tanabata is coming!



A variety of *Hukinagashi* (吹き流し) streamers decorate all around the downtown Sendai.

This time we have wonderful news about one of the biggest summer festivals in Japan; Sendai Tanabata Festival will take place in this coming August! Adding to this, international flights from and to Sendai airport will resume their operation on July 25th. We heartily waiting for YOUR coming to the festival!



Every year an enormous number of people visit Sendai to see Tanabata Festival.-Chuo-dori Ave. (中央通) August 8th, 2010



International flights from and to Sendai airport will make it easier to come to Sendai Tanabata Festival!



Mr. George Lim, the Visit Japan Ambassador of Singapore, came to Sendai on May 14th. He unfolded the idea to support promoting tours of Tohoku region.

2. An One-day Trip in Sendai



LOOPLE SENDAI
(るーぶる仙台) will help you to enjoy the central area of Sendai.

Now, we will invite you to an one-day trip to the central area of Sendai. At this time of the year, Sendai is colored with fresh green leaves of zelkova trees.

Please enjoy beautiful views of early summer in Sendai.



A beautiful view of the street lined with zelkova trees (定禅寺通)



Zuihoden has already opened to tourists. (瑞鳳殿)



A gorgeous building of Osaki-Hachiman Shrine. (大崎八幡宮)



The Sendai Asaichi is crowded with many people. (仙台朝市)



FRESH and SAFE vegetables are waiting for you! /仙台朝市