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**Okinawa's Beloved BEGIN Band to Make Long-Awaited Los Angeles Debut on October 31st**

*After seven years and two postponements, the Okinawa Association of America, Inc. (OAA) brings the iconic band to Los Angeles for its first-ever concert.*

**(Gardena, CA – July 1, 2026)** -- The Okinawa Association of America, Inc. (OAA) is proud to announce, "The Road to Taikai," a year-long campaign uniting its community and supporters in anticipation of the 8Th Worldwide Uchinānchu Festival in Okinawa, Japan from October 27th to 31st 2027.

"The Road to Taikai" campaign kicks-off with a weekend of festivities on October 30th-31st 2026. The headlining event is slated for Saturday, October 31st, at 2pm where Okinawa-based BEGIN will take the Redondo Beach Performing Arts Center stage for its first-ever Los Angeles concert. Tickets will be on sale starting July 18th at www.oaamensore.org/RoadToTaikai.

It has been a long time coming. BEGIN was first scheduled to perform in Los Angeles on September 1st, 2019, as part of the OAA's 110th Anniversary celebration — but visa complications forced a postponement. The rescheduled date, March 28th, 2020, fell just as lockdowns began during the COVID-19 pandemic. Seven years later, the OAA is determined to finally make it happen.

"We have endured two major roadblocks," said Vicky Nishiuchi, OAA President, "but in true Uchinānchu (Okinawan) spirit, we are working to make BEGIN's first Los Angeles concert a reality for its fans here in the US. Okinawans have a word for preserving and never losing hope, it's 'Chibariyo!'"

On Friday, October 30th, the OAA will celebrate World Uchinānchu Day (WUD) in concert with Okinawans around the world. WUD is celebrated annually on Oct. 30th to unite Okinawans and honor the global diaspora. Recognition of the day was officially

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declared at the closing ceremony of the 6th Worldwide Uchinānchu Festival. BEGIN, all of whose members are based in Okinawa, is a beloved fixture of the festival year after year.

For more information on "The Road to Taikai" including the BEGIN concert and the WUD event, visit www.oaamensore.org/RoadToTaikai. Sponsorship opportunities are available, contact lesleychinen@oaamensore.org for details.

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## ABOUT THE OAA

The Okinawa Association of America, Inc. (OAA) is a 501c(3) nonprofit corporation. Its purpose is to preserve and perpetuate, as well as promote the appreciation of Okinawan culture through education and local and international exchanges. It also promotes mutual friendship and aid to its members. For more information, visit www.oaamensore.org and follow @oaamensore on Facebook, Instagram and TikTok.