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		<h1>Press Release</h1>		Korean Cultural Center Los Angeles 5505 Wilshire Blvd. LA., CA 90036 Tel (323)936-7141 <a href="http://www.kccla.org">www.kccla.org</a>	
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Date	2016.7.5 (Tue.)	Contact	Heeseon Choi, 323-936-3014		

## Excellent Cultural Products From Korea: K-Ribbon Selection

Excellent Cultural Products are coming from Korea.

▶ Date & Place :

1) July 12th – July 25<sup>th</sup> , 2016,

Korean Cultural Center Los Angeles, 2<sup>nd</sup> Floor, Art Gallery

5505 Wilshire Blvd. Los Angeles, CA. 90036

**Opening Reception : Tuesday, July 12<sup>th</sup>, 2016 at 7:00-9:00p.m.**

2) July 29<sup>th</sup>-July 31<sup>st</sup>

LA Convention Center, South Exhibit Hall

1201 S Figueroa St, Los Angeles, CA 90015.

▶ More Information : Heeseon Choi at 323-936-3014 or [exhibition@kccla.org](mailto:exhibition@kccla.org)

The Korean Cultural Center, Los Angeles proudly presents its special exhibition, “Excellent Cultural Products from Korea”. The show will feature over 55 Korean Seal of Excellence for Cultural products (K-Ribbon Selection).

## K-Ribbon Selection

The Korean Seal of Excellence for Cultural Products is the Korean government's recognition of excellent cultural products that convey the cultural value of Korea. Represented by its unique mark inspired by the Hanbok(traditional Korean clothes) coat string, K-Ribbon, the certification system offers organized brand marketing support to create the "Korea premium."

The certification system covers the nation's representative cultural products such as Hansik (traditional Korean food), crafts, Hanbok, and cultural content.

Director Nak Jung Kim of the Korean Cultural Center Los Angeles mentions that, "The main goal of the Korean Cultural Center Los Angeles is to introduce and share our culture with other communities. So this exhibition is a great opportunity to meet authentic Korean products. Carefully selected by Korean Ministry of Culture, Sports and Tourism (MCST), the products are at the essence of Korean culture—from K-Fashion, K-Food, K-Craft, to K-Contents. I am happy to share with other communities our traditions, and hope you take a look inside our heritage and have a better understanding of Korea."

The exhibition is open to the public, and the opening ceremony will be held on Tuesday, July 12th, 2016 at 7:00p.m. at the KCCLA 2<sup>nd</sup> floor, Art Gallery. The show will run from July 12<sup>th</sup> through July 25<sup>th</sup>.

