

February 11th, 2016 **For Immediate Release**

“Yukata Cowboy” Comedy Series Theatrical Release & Book Launch”

Yukata Cowboy, the award-winning cross-cultural sketch comedy series by film director Atsushi Ogata, will have a theatrical release at Tollywood, Tokyo’s unique independent theater in the hip Shimokitazawa area, during the weeks of March 26th and April 23rd. All screenings will be in English, daily from 4:30pm & 8pm, except on Tuesdays, when the theater is closed. English-language Q&A with Ogata will be held on Monday, 4/25 at 8pm. Ogata’s earlier films “*Eternally Yours*”, “*Cast Me If You Can*” and “*Trick or Treat: I LOVE America!*” (collaboration with popular Japanese YouTuber MEGWIN TV and actor Bob Werley) will also be screened in English or with English subtitles. (For further screening details will be posted on: yukatacowboy.com)

Coinciding with this release, is the publication of a bilingual book version of the *Yukata Cowboy*, with stills, full scripts and interviews by Roland Kelts (“*Japanamerica*”) and others, through Yugakusha Co. Ltd.

Yukata Cowboy has won Best Comedy Sketches at Dublin Web Fest (Ireland), Best Character (Amets section) and Web Series Mag Special Mention at Bilbao Web Fest (Spain), Best Creative Concept at Miami Web Fest (USA) and Special Mention for Outstanding Performance as Actor at the Sicily Web Fest (Italy). The series ranks #12 in the 2015 Web Series World Cup and has been selected for Rome Web Awards 2016 (Italy). *Yukata Cowboy* Season 2 is now premiering online weekly.

<https://www.youtube.com/c/yukatacowboy>.

The series of 2-3 min. episodes is inspired by the true, fish-out-of-water mishaps of filmmaker Atsushi Ogata. With a cowboy hat, Japanese “yukata” (casual summer garment) and rapid-fire tongue, Yukata Cowboy drifts across the U.S., Japan, and Europe. In each country, he tries to fit in, but the more he fits in, the more he is mistaken for someone else. In all this chaos, he struggles to find his own voice. Ogata plays all of the characters, as well as Yukata Cowboy. He portrays people’s lives in other countries, focusing on common, everyday details such as stairs, elevator or bicycles. These observations translate into something more universal, similar to Jerry Seinfeld’s stories about lost socks and dryers.

Comments:

Twisted humour and great pacing one of the most absurd and cool comedy sketches I've seen in a long time! (Mikael Thiery, Founder, Dub Web Fest, Ireland)

“Yukata Cowboy proves that culture shock can also be uproariously funny.”
(Chris Hadley, Writer, The Snobby Robot, Web Series Magazine, USA)

“Atsushi Ogata is truly a unique creator in contemporary web series world.”
(Joel Bassaget, Founder & Editor in Chief, Web Series Mag/Liberation, France)

“The good thing about Yukata Cowboy is the universality of the humor – the humor you can be understand in any part of the world “ (Oliver Mend, Co-Founder, Bilbao Web Fest, Spain)

About the writer-director-actor :

Born in Japan and raised partly in the U.S., Ogata graduated from Harvard and MIT. His screenplays received funding in Germany and the Netherlands, and he appeared weekly as a comedian on VARA Dutch national TV for 3 years. As a writer-director, his debut feature “*Cast Me If You Can*” was released theatrically in 16 cities in Japan; in San Francisco, CA in the United States; and published as a novel. He has also guest-lectured at universities and at YouTube Space Tokyo.

Yukata Cowboy Official links: <http://yukatacowboy.com/>

<https://www.youtube.com/c/yukatacowboy>

<https://www.facebook.com/yukatacowboy>

<https://twitter.com/yukatacowboytv> (for Japanese: <https://twitter.com/yukatacowboy>)

Instagram: [@yukatacowboy](https://www.instagram.com/yukatacowboy) Vine [@yukatacowboytv](https://vine.co/yukatacowboy)

Press Inquiries:

Press updates and high res publicity photos can be downloaded from <http://yukatacowboy.com/>

For further info, please contact: yukatacowboy@gmail.com