

Para Japón Virtual Release Party

FOR IMMEDIATE RELEASE

From the desk of Project Para Japón

On **April 29 (Fri), 2011** at ParaJapon.com, with special guest Guillermo Leon, President of La Aurora and Miami Cigar & Co., La Aurora US exclusive distributor, will host a virtual release party for the La Aurora benefit for Japan cigar “Para Japón”.



Date & Time:	April 29 (Fri), 2011 from 7PM
Live Location:	in Miami Cigar & Co. Headquarter
Streaming via:	http://www.paraJapon.com
You can communicate@:	Ustream Chat, Twitter, Facebook

A short history of the “Para Japón” concept:

In March 2011 [La Aurora](#) hosted a media event at their factory in the Dominican Republic. Invited to this event were many members of the online cigar blog community who have become a vital part of the cigar industry today. During an evening discussion at the hotel where the attendees were staying the topic of the recent devastation in Japan came up. [Cigar Explorer](#) founder Mario Takayama (a native of Japan) described the area of Japan most impacted by the earthquake/tsunami, and just how much this destruction of that region will set back the country as a whole. As most conversations of this manner play out, the idea of “what can we do to help?” arose. Guillermo quickly came to the decision that he really had to do something, so the idea for a cigar (Now know as “Para Japón”) will be produced, and all the proceeds from the sale of the cigar will be donated to the Japan Earthquake and Tsunami Relief fund thought JAPAN TOBACCO IMEX CO. LTD, La Aurora Distributor in Japan.

Details of the Virtual Release Party

The Virtual Release Party will be a live online event hosted by Team of Project Para Japón that is open to anyone who wishes to join in on this significant occasion. The event will be streamed live via UStream (Link will be on ParaJapon.com) and Guillermo will be on hand to answer any questions about the Para Japón cigar, or any of the La Aurora products. Also attending the event via UStream Chat, Twitter, and Facebook are all of the cigar bloggers who attended the La Aurora media event in the Dominican Republic. These bloggers will share stories from the trip, and give their opinions on the “Para Japón” cigar.

Technical details of time, link to the event, need to go here.

For more details on the La Aurora Para Japón cigar please visit ParaJapon.com to read the official press release from La Aurora Cigars.

Project Para Japón Original Supporters

- Guillermo Leon – [La Aurora](#) – [@GuillermoLeon](#)
- Jose Blanco – [La Aurora](#) – [@joseblanco809](#)
- Amaury Abreu – [La Aurora](#) – [@LaAuroraCigars](#)
- Jason Wood – [Miami Cigar Company](#) – [@MiamiCigar](#)

- Barry Stein – [A Cigar Smoker’s Journal](#) – [@nyisles](#)
- Tony Casas – [Casas Fumando](#) – [@tonycasas](#)
- David “The Doc” Diaz – [Doc StogieFresh](#) – [@Doc_StogieFresh](#)
- Ben Lee – [Nice Tight Ash](#) – [@NTA_ben](#)
- Steve Valle – [Smoking Stogie](#) – [@SteveVLiLo](#)
- Brian Hewitt– [Stogie Review](#) – [@brianhewitt](#)
- Jerry Cruz – [Stogie Review](#) – [@jcruz](#)
- Tom Ufer – [Tampa Cigar Examiner](#) – [@cigarsmokingman](#)
- Charlie Minato – [The Cigar Feed](#) – [@thecigarfeed](#)
- David Jones – [The Tiki Bar Online](#) – [@dmjones1009](#)

About La Aurora

La Aurora is the first Dominican Cigar factory. It was established in 1903 and is own by the León family whose roots in the tobacco industry trace back to the early 19th century. The factory is part of Grupo León Jimenes Corporation, the largest industrial group in the Caribbean. La Aurora brands are among the most well known cigars, with sales in more than 50 countries around the world.

www.laurora.com.do

<http://rediscoverlaurora.com/>

<http://www.glj.com.do>

About Miami Cigar and Company

Miami Cigar & Company, founded in 1989, is the sole U-S distributor of La Aurora brands, Ducados and worldwide distributor of Tatiana, Don Lino and the Nestor Miranda Special Selection.

www.miamicigarandcompany.com

About Cigar Explorer

Cigar Explorer is a production company injecting excitement to the cigar community, with revolutionary tools, to discover and explore the world of cigars. It creates content that helps cigar community strengthen its passion for cigar culture at CigarExplorer.com in Columbus, Ohio, USA.

CigarExplorer.com | *Experience the Discovery.*

Contact:

Jason Wood, Director of Marketing
Miami Cigar and Comapny
305-599-3395
jwood@mccusa.net

<http://www.parajapon.com>