

## PRESS RELEASE

### **Festival of India, 2010 at Penn's Landing**

Philadelphia, PA: The sights, sounds and flavors of India return to Penn's Landing at Philadelphia on **Sunday, August 15, 2010**.

The Council of Indian Organizations ("CIO") of Greater Philadelphia invites you to attend its annual **Festival of India** to celebrate India's Independence Day on August 15th. This popular event is held each year in August at Penn's Landing and has been very successful in portraying the vibrant Indian American community in the Greater Philadelphia area.

Now in its 17<sup>th</sup> year, the Festival of India reflects many facets of the local Indian-American diaspora and provides a range of traditional to contemporary styles of Indian art and crafts, entertainment and ethnic cuisine. Every year, over 6000 people of diverse backgrounds come to enjoy this day of free, fun-filled entertainment for the whole family.

The Festival of India presents a colorful panorama of art, music, dance and cuisine - a mosaic that is...India! This year's festival will feature live entertainment and authentic Indian cuisine and a variety of cultural exhibits and displays. The highlights of the program include:

**Music and Dance:** A highlight of the Festival of India, the cultural program offers continuous live music and is a showcase for classical, folk, modern and the popular *bollywood* song and dance. The cultural program provides a platform for aspiring and upcoming artists from local music and dance schools.

**Arts and Crafts:** An exhibition cum sale of traditional Indian handicrafts, clothes, jewelry and various other items.

**India Pavilion:** A "**must see**" spot is the *India Pavilion* – an exhibit of India's rich ancient heritage and a glimpse of its evolution into a modern industrial state.

**Indian Cuisine:** A wide array of popular food items from different regions of India will be available for purchase.

**Date: Sunday, August 15, 2010**

**Time: 12.00 noon to 6.00 pm**

**Place: The Great Plaza, Penn's Landing,  
Columbus Blvd. & Chestnut Street Philadelphia, PA 19106**

**The Festival of India is open to the public and admission is free.**

For more information please contact:

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CIO is a non-profit, non-political, umbrella organization comprised of various member organizations of Indian Americans in the Delaware Valley and strives to preserve, promote and nurture cultural continuity by planning, developing and executing programs to bring the community together.