

MEDIA RELEASE – October 2012

Diwali @ Federation Square

Diwali the Festival of Lights with a beautiful meaning of victory of good over evil & light over darkness has truly become a Victorian Festival.

In the 7th year, the festival will be launched at the Consulate General of India on Monday 05 Nov followed by a five day, free screening of Bollywood films at Federation Square sponsored by Mind Blowing Films. There will be two dance performances at NGV & at the Flinders Street Station on wed, 07 Nov with the help of Metro & NGV.

International travellers would be able to enjoy beautiful Diwali display, live performances and Diwali greetings at **Melbourne Airport** for eight days from 06 Nov.

The main event on Sat, 10th Nov will immerse Federation Square in rich, vibrant colours of India. The whole day of cultural blast will cater for all ages. Interesting craft workshop for children with Art Play, jugglers, face painting, interactive items with AFL players & Australian cricketers are just some of the exciting activities along with captivating Indian traditional and Bollywood dances, live band, bazaar and the multinational variety of food.

Local *Indian, Spanish and Chinese* artists will perform some unique collaborative fusion items. But this is not all.

This year Celebrate India is extremely proud to host an 11 member **Sidi Goma Tribal Dance Group**, sponsored by Government of India especially coming to perform for Diwali@Fed Sq.

The Sidi's known as the Black Sufis, are a tribal community of East African origin which came to India more than eight centuries ago and brought with them their exceptionally rich musical heritage. It would be a rare opportunity for Victorians to witness this incredibly exuberant, joyful music & dance of this hidden community of African-Indians.

Every year on Diwali, Celebrate India does its bit to raise awareness and funds toward a worthwhile cause. This year we have joined hands with *White Ribbon*, an organisation campaigning “**Stop Violence against Women**”. On this day, **Oath taking ceremonies** will be conducted asking all men to say no to violence against women.

The festivities will begin at 12 noon and culminate with a spectacular fireworks display on the Yarra at 9.30pm providing incredible picture opportunity as well.

This is a free, family event and is sponsored by the OMAC, City of Melbourne, Melbourne Airport, The Government of India, Federation Square, Parks Victoria, various Corporate groups and supported by Community organisations like Fed of Chinese associations, Salvadorian community and many Indian organisations.

For interview or more information please contact:

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