



**Festival at of India Penn's Landing
Saturday August 15, 2009
Great Plaza at Penn's Landing, Philadelphia**

Celebrate the ethnic heritage of India at Penn's Landing. This free event features the food, music, dancing and crafts of India and is supported by the more than 25 active Indian organizations in the Greater Philadelphia region. Stage entertainment includes traditional dancing with drums from the North of India. Performers and many attendees wear traditional Indian dress. Dancers from over 35 Indian states will perform cultural dances celebrating their heritage. Bhangra dancing is a popular dance at parties, weddings and social functions.

Traditional Indian arts and crafts including clothes, jewelry, music, and other cultural items will be available from vendors. Traditional Mahandi work (henna painting in artistic designs) will be available. A culture booth will conduct brief sessions on such topics as yoga, Indian Art, Indian Cooking, musical instruments, and Indian culture in general. Authentic Indian fare will include tikka masala (mild curry dish with a tomato-based sauce), chicken kabob, veggie korma (vegetarian curried stew), and chapatti (an unleavened pancake-like bread).

Pricing: Ranges from \$1,500 depending on setup size and logistics.

Attendance: 7,500

Demographics: - family audience of Indian descent, people interested in Indian culture, decor and food.

Time: 1pm-7pm



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