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FOR IMMEDIATE RELEASE

THE 17th ANNUAL ISLAMIC HERITAGE FESTIVAL
PART OF THE 2009 PECO MULTICULTURAL SERIES ON THE GREAT PLAZA
AT PENN'S LANDING

Philadelphia, PA (May 28, 2009) – Presented by the Islamic Cultural Preservation and Information Council (ICPIC), the Seventeenth Annual International Islamic Heritage Festival is part of the PECO Multicultural Series. This **FREE** and unique event draws visitors, vendors, and Islamic scholars from all over the country. Taking place on the Great Plaza at Penn's Landing, Columbus Boulevard and Chestnut Street on **June 13, 2009 from 2p.m. – 8 p.m.**, the event will be a chance to experience authentic Islamic cuisine, music and entertainment along with learning about the rich Islamic heritage and history. PECO is a proud supporter of the Multicultural series at Penn's Landing which features twelve different ethnic festivals as part of the 2009 free summer program season at Penn's Landing.

The festival will kick off with a **“Unity in Diversity ‘We Can Believe’ Community Parade,”** featuring Youth Groups, Drill Teams, Schools and Community Organizations from across the Delaware Valley. The parade will commence at 1 p.m. at Independence National Park, 5th and Market Street, and end on the Great Plaza at Penn's Landing.

The festival begins at 2 p.m. on the Great Plaza at Penn's Landing, located on Columbus Boulevard and Chestnut Street. Over 50 national and international merchants will be on hand

selling an assortment of goods and services from around the world including Islamic arts and crafts, books, clothing, and unique foods. ICPIIC's New Africa Muslim American Museum and Archive will display a sample of their exhibits.

In addition to the bazaar and activities, stage entertainment will be provided throughout the day beginning at 2:00 p.m. This year's special guest is Philadelphia's own **Kindred the Family Soul**, an American R&B, soul and neo soul duo consisting of the married couple Fatin Dantzler and Aja Graydon. The duo was nominated for a Soul Train Music Award in 2004 and BET Award in 2006. Their third album, *The Arrival*, was released in 2008. Other performers include internationally known hip-hop artists **Native Deen**, U.S. Olympic gymnastic superstar **Tariq Abdullah Simmons**, the **Association of Islamic Charitable Project's Madih Chores**, a Universal African Dance Ensemble, along with other multicultural performance groups as well as other aspiring young African American artists.

The day's events will also include games for children, health fair, young adult summit, along with speakers and much more.

Admission is **FREE** for all PECO Multicultural Series events and KYW Newsradio, Fox 29 and the Philadelphia Inquirer, Daily News and Philly.com are proud media partners for this series.

More information about the International Islamic Heritage Festival can be found at www.newafricacenter.com. In its 17th year the Islamic Cultural Preservation and Information Council (ICPIC), the most progressive African-American Islamic cultural organization in the country, sponsors the festival. For vending, sponsorship, volunteer opportunities and information please call 215-222-0520 or e-mail ICPIC@rcn.com.

Based in Philadelphia, PECO is an electric and natural gas utility subsidiary of Exelon Corporation (NYSE: EXC). PECO serves 1.6 million electric and 485,000 natural gas customers in southeastern Pennsylvania and employs about 2,400 people in the region. PECO delivered 83.7 billion cubic feet of natural gas and 39.4 billion kilowatt-hours of electricity in 2008.

Founded in 1881, PECO is one of the Greater Philadelphia Region's most active corporate citizens, providing leadership, volunteer and financial support to numerous arts and culture, education, environmental, economic development and community programs and organizations.

The 2009 Summer Program of Free Events at Penn's Landing is funded and produced by the Delaware River Corporation (DRWC). All events produced by DRWC are FREE to the public on the Great Plaza, the heart of Penn's Landing, Philadelphia's premier Delaware riverfront entertainment destination.

Public Programming at Penn's Landing would not be possible without the continued support of corporate partners such as PECO, the Pennsylvania Lottery, Bank of America, Live Nation, the Philadelphia Coca-Cola Bottling Company and the Greater Philadelphia Tourism Marketing Corporation, all of whom are committed to serving the Greater Philadelphia community.

For more information and event details, please call (215) 922-2FUN or visit www.delawareriverevents.com. This website is a virtual resource for the waterfront which can help visitors plan to easily park, play and stay all day at Penn's Landing.

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