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FOR IMMEDIATE RELEASE

CELEBRATE INDIA'S INDEPENDENCE AT THE FESTIVAL OF INDIA
*Presented by the Council of Indian Organizations of Philadelphia,
as part of the PECO Multicultural Series*

Philadelphia, PA (July 24, 2009) - The Council of Indian Organizations of Philadelphia (CIO) is proud to host the annual Festival of India which will be held on **Saturday, August 15, 2009** at The Great Plaza at Penn's Landing from 1:00 p.m. to 7:00 p.m. This year, the **Festival of India** is particularly significant because an estimated 10,000 people are expected to come together to enjoy a day of free, fun-filled entertainment on the date of India's independence.

The vibrant Indian-American community of the Greater Philadelphia area will present a colorful and wide ranging panorama of traditional as well as contemporary live entertainment and authentic Indian cuisine, as well as a variety of cultural exhibits and displays. The cultural program, a highlight of the Festival of India, provides a showcase for classical and modern dance and music programs including live performances by students of local music and dance schools. In addition, vendors will sell a variety of colorful Indian clothes, handicrafts, jewelry and other items. A "*must see*" attraction is the **India Pavilion** – an exhibit of India's rich ancient heritage and glimpses of its evolution into a modern state in the 21st century.

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

Admission is **FREE** for all PECO Multicultural Series events. PECO presents a series of free Multicultural festivals throughout the summer season at the Great Plaza at Penn's Landing.

Based in Philadelphia, PECO is an electric and natural gas utility subsidiary of Exelon Corporation (NYSE: EXC). PECO serves 1.6 million electric and 480,000 natural gas customers in southeastern Pennsylvania and employs about 2,500 people in the region. PECO delivered 78.5 billion cubic feet of natural gas and 39.9 billion kilowatt-hours-hours of electricity in 2007.

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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 Waterfront 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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