

**CELEBRATE TRADITIONAL AND CONTEMPORARY INDIAN  
CULTURE AT THE  
FESTIVAL OF INDIA AT PENN'S LANDING**

*Part of the PECO Multicultural Series at*

*Penn's Landing*

Philadelphia, PA (July 27, 2010) – The Council of Indian Organizations (“CIO”) of Greater Philadelphia celebrate India’s Independence Day on **August 15<sup>th</sup>** from **12 Noon** until **6:00 p.m.**, at the Great Plaza at Penn’s Landing on Columbus Boulevard at Chestnut Street. As part of the PECO Multicultural Series, the **Festival of India** attracts more than 6,000 people, and portrays 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 that creates a mosaic of Indian culture. This year’s festival will feature live entertainment and authentic Indian cuisine and a variety of cultural exhibits and displays.

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.

There will be an exhibition and sale of traditional Indian handicrafts, clothes, jewelry and various other items, while a wide array of popular food items from different regions of India will be available for purchase. Another highlight will be the **India Pavilion**, an

exhibit of India's rich ancient heritage and a glimpse of its evolution into a modern industrial state.

This free event presented by PECO and the Council of Indian Organizations ("CIO") of Greater Philadelphia, works to publicize the importance of the Indian culture and the contribution of the Indian community to the Philadelphia region.

Admission is **FREE** for all PECO Multicultural Series events. KYW Newsradio, CBS 3 and CW Philly along with the Philadelphia Inquirer, Daily News and Philly.com are proud media partners of the series.

Based in Philadelphia, PECO is an electric and natural gas utility subsidiary of Exelon Corporation (NYSE: EXC). PECO serves 1.6 million electric and 486,000 natural gas customers in southeastern Pennsylvania and employs about 2,400 people in the region. PECO delivered 84.3 billion cubic feet of natural gas and 38.1 billion kilowatt-hours of electricity in 2009.

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.

Public Programming at Penn's Landing would not be possible without the continued support of corporate partners such as PECO, Verizon, Pennsylvania Lottery, 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.

The 2010 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 new RiverStage on the Great Plaza, the heart of Penn's

Landing, Philadelphia's premier Delaware River waterfront entertainment destination. The DRWC is a nonprofit corporation created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop and manage the central Delaware River waterfront in Philadelphia. DRWC intends to transform the waterfront into a vibrant destination location for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia.

For more information and event details, please call (215) 922-2FUN or visit [www.delawariverevents.com](http://www.delawariverevents.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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