

CITY OF PALMDALE

MEDIA ALERT

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DATE: September 2, 2015

Press Conference/Interview Op

- WHAT: Press conference announcing details of the 21st Annual Antelope Valley International Heritage Festival.
- WHEN: ***Press Conference: TODAY, Wednesday, Sept. 2, 10 am.***
Event date: Saturday, Sept. 12, from 9 am to 3 pm.
- WHERE: ***Press Conference:*** Chimbole Cultural Center, 38350 Sierra Highway, Palmdale.
Event: Poncilán Square, 38315 9th St. East, Palmdale
- WHO: Antelope Valley International Heritage Committee; multi-cultural dancers, hosts serving samples of ethnic food.
- WHY: The committee's goal is to recognize cultural diversity and the importance of bringing people together to exchange their views and common interests. The A.V. International Heritage Festival provides an opportunity for local residents to share their cultural heritage through ethnic foods, multi-cultural dance, costumes and artwork.
- BACKGROUND: The event was started in 1995 by community cultural organizations, to reduce intolerance in the local community. The organizations work together to foster mutual understanding among the diverse ethnic groups of the Antelope Valley. David Hong, at the time the President of the Korean American Association of the Antelope Valley was instrumental in starting the annual event. Mr. Hong brought the various community groups together, and involved the Cities of Palmdale and Lancaster by asking for their co-sponsorship.
- INFORMATION: Robert Alvarado, Committee Chairperson, 661/406-8801.
Elena Montgomery, 661/406-4320
Kamal Al-Khatib, 661/810-6990