

PRESS RELEASE
FOR IMMEDIATE RELEASE
2015 SILICON VALLEY FALL MEHREGAN FESTIVAL
SATURDAY, SEPTEMBER 12, 2015 MEMORIAL PARK, CUPERTINO

September 2, 2015-Cupertino, CA – The Rotary Club of Cupertino, in partnership with the Iranian Federated Women's Club (IFWC), will celebrate the arrival of fall with Mehregan, the Persian Fall Festival, on Saturday, September 12, 2015, at Memorial Park, from 10:00 a.m. to 5:00 p.m. The event is free to the public with live Persian music, activities for the kids, Persian arts and cultural displays and food. Mehregan, an ancient festival of Persian origin, has been celebrated since 6th century BC to welcome the first day of fall.

LIVE MUSICAL PERFORMANCE BY WORLDRENOWNED PERSIAN ARTIST

Persian musician, Fared Shafinury will be appearing to help celebrate Mehregan. A critically acclaimed and award winning musician, Fared Shafinury studied under master musicians in Iran and incorporates the classical and folk sounds of Iran to the music of the world. Fared will be performing from 4:30 pm till 6:00 pm.

PERSIAN CULTURAL BOOTH

Visit the Persian Cultural booth to learn and enjoy and gain new insights into the Persian culture, arts, music and food. This year, the IFWC takes pride to announce that the wonderful Farrah Yassini, the fabulous Wedding and Event Designer of Sofreh aghd [Sofreh Aghd Flowers Farzaneh](#) will be designing the Persian Cultural Booth.

PERSIAN FOOD

Baba Kabob (Persian food truck) will be at the festival from 11:00 am till 3:00 pm.

ABOUT THE IRANIAN FEDERATED WOMEN'S CLUB

The Iranian Federated Women's Club (IFWC) was established in 1996. A local 501C3, nonprofit, nonpolitical and non-religious organization, the IFWC was established to help integrate and empower the women and youth of the Iranian-American community and to promote Persian arts and culture throughout the Bay Area. The IFWC also provides educational services and scholarships, as well as serves to sponsor various cultural activities within the larger community.

CONTACT

Contact IFWC regarding sponsorships, 408- 906-9237 or email us at ifwc96@gmail.com or payvand95@gmail.com.

Address: 10185 N Stelling Rd, Cupertino, CA 95014

Fared Shafinury: <http://www.faredshafinury.com/>

Sofreh Aghd Flowers Farzaneh: <http://www.sofrehaghdfarzaneh.com/>

Sf Events and Flowers: <http://sfeventsandflowers.com/>

Baba Kabob: <http://www.thebabakabobtruck.com/>

The news has been posted on Ding Ding TV website. Please see the link below, <http://www.dingding.tv/bbs/read.php...>