

For Immediate Release
March 17th , 2015

2015 NOWRUZ PERSIAN SPRING FESTIVAL

MARCH 24, 2015

PARK VALENCIA, SANTANA ROW

5:30–9:00 P.M.

San Jose, CA--Santana Row, in partnership with the Iranian Federated Women's Club (IFWC), will proudly celebrate the arrival of spring and the 2015 Persian New Year (Nowruz) on Tuesday, March 24, 2015, at Park Valencia, from 5:30 p.m. to 9:00 p.m. in the evening. There will be nationally-acclaimed musicians and artistic performers free to the public. The Persian New Year, commonly referred to as "Nowruz," is a spring festival of Persian origin, which has been celebrated for more than 3,000 years. It marks the first day of spring. The festival of Nowruz is celebrated by many groups of people in the Middle East, and Central and South Asia, but particularly by Persians or various Iranian peoples.

FEATURING LIVE PERFORMANCES BY WORLD-RENOWNED AND LOCAL ARTISTS:

Join us for live music with featured performances by: **Amir Khostavan, Kaweh, Majid Khostavan, Maryam Jalali, Naser, Gypsy Tribe, Dj Teymour**, and many more. There will be a Persian art display by **Roya Farzan, Mohammed Hourian** at the Park Valencia Plaza and at Gallery 85, also located within proximity of the main festivities on Olsen Drive in Santana Row.

Rosie McCann's will be serving delicious Persian food and there will be a Nowruz Persian Spring Festival display by **Stilla Raissi**

ABOUT THE IRANIAN FEDERATED WOMEN'S CLUB

The Iranian federated women's club (IFWC) was established in 1996. A local 501C-3, non-profit, non-political and non-religious organization, its mission is to integrate and empower the Iranian-American intercultural community, especially women and the youth, and to promote Persian art and culture throughout the Bay Area. We also provide educational services and scholarships, as well as sponsoring various cultural activities within the larger community.

Opportunities to provide organizational sponsorship of IFWC 2015 Nowruz events are available. Please see contact information below.

CONTACT

For more information about the festival, sponsorship, or the Iranian Federated Women's Club, contact Fariba D. Nejat, President–Iranian Federated Women's Club (IFWC)

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