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Monday, March 7, 2016

Flame Shines Bright For South Bay's Persian New Year Celebration

Free, Public Persian New Year Celebration Will Renew Community Ties

Cupertino, CA -- The Iranian Federated Women's Club, in proud partnership with Supervisor Dave Cortese and the HAND Foundation, will host its annual Chahar Shanbeh Suri Norooz 1395 event, or Persian New Year celebration, a free cultural festivity on Tuesday evening, March 15, 2016 at the Jim McEntee Plaza located at 70 W Hedding St, San Jose, CA 95110 from 5:30 to 9:30 pm in the evening.

The purpose of the event is to teach and strengthen community relationships primarily between Persian and American cultures. Traditionally, Persian New Year celebrations involve participants jumping over a small fire pit, signifying leaving one's issues in the past and moving forward to a renewed self.

"Our Norooz celebration is especially important this year because of the international conflicts and domestic unrest," says Fariba Nejat, founder of the Iranian Federated Women's Club in Cupertino. "Now, more than ever, it's time to leave our negative perceptions behind us and move forward to renewed friendships and community. We're honored to collaborate with Supervisor Dave Cortese, Noosheen Hashemi and the HAND Foundation on this historically significant celebration."

The Norooz celebration is a free public event with food, music, dancing and activities. Anyone who'd like more information or to set up an interview can reach out to the contact below.

WHO: Iranian Federated Women's Club/Payvand, in proud partnership with Supervisor Dave Cortese and the HAND Foundation

WHAT: Norooz 1395 Persian New Year Celebration – Chahar Shanbeh Suri

WHEN: March 15, 2016 at 5:30 pm – 9:30 pm

WHERE: Jim McEntee Plaza located at 70 W Hedding St, San Jose, CA 95110 (free parking)

WHY: To teach and strengthen community relationships among all South Bay cultures

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