

NOWRUZ

PRESS RELEASE

FOR IMMEDIATE RELEASE

2017 CELEBRATION OF NOWRUZ, THE PERSIAN NEW YEAR FESTIVAL

FRIDAY, MARCH 24, 2017 SAN JOSE CITY HALL, 200 E. SANTA CLARA ST, SAN JOSE

February 16, 2017-Cupertino, CA – The Iranian Federated Women’s Club (IFWC), in partnership with the City of San Jose District 10 and Councilmember Johnny Khamis, is proud to present Nowruz, the Persian celebration of the new year, on Friday March 24, at the San Jose City Hall Rotunda, at 200 E. Santa Clara Street in San Jose, from 6:00 pm to 10:00 pm. The event is open to the public, and features live music, dance, and Persian cuisine and art.

PERSIAN CELEBRATION OF THE NEW YEAR

Nowruz is a traditional Persian new year celebration that 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 and the people of Iran. Join us to welcome and celebrate a bountiful and prosperous Persian New Year.

LIVE MUSICAL AND DANCE PERFORMANCES

Come and enjoy musical performances from many local artists and groups. Popular Persian Musicians Frank Shahroozi and Moein Vahdat will each offer a special live performance of contemporary Persian music. This event also features highly acclaimed Persian dancer Sabiba, who will be showcasing her creative choreography in a high energy yet graceful dance performance.

PERSIAN FOOD

This event will feature exquisite Persian cuisine specially prepared by Ray and Sarah of Uncle Ray’s Catering, a leading provider of catering services to the San Francisco Bay Area over the last fifteen years. Haftseen traditional table settings and flowers will be provided by Afsaneh Naderi.

LOCAL ARTISTS

Artists throughout the Bay Area will showcase their displays of both traditional and contemporary art. A limited number of artist booths are still available. For more information, contact the IFWC.

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. Your support and attendance will help IFWC continue forth with its commitment to our local communities by empowering women and promoting the Persian arts and culture through education, scholarships, and cultural experiences. We are a non-political and non-religious group and welcome groups who provide local education and services, and vendors who sell items such as Persian jewelry, scarves, artwork and items related to Nowruz.

CONTACT

Advance purchase tickets are \$45, and are available at <https://www.tikkl.com/payvand/c/nowruz-2017>. To contact IFWC regarding corporate sponsorships or artist booths, call 408-906-9237, or email us at ifwc96@gmail.com or payvand95@gmail.com.