



FOR IMMEDIATE RELEASE
CULTURAL COUNCIL
FOR MONTEREY COUNTY



FREE MULTICULTURAL PARADE ON SEPTEMBER 27, 11AM

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The Cultural Council for Monterey County embarks on the 7th annual 2003 **Monterey World Music Festival** with the theme, *Hope for the World*. On **SEPTEMBER 25, 26, 27, 28**, music from Ireland, Brazil, Morocco, Bulgaria, West Africa, Persia and Israel will be heard throughout Monterey County from **DAVKA** (*Jewish Diaspora Fusion*), **DERVISH** (*Irish*) & **SOLÁS** (*Celtic Fusion*), **MAMADOU DIABATÉ** (*West Africa Kola Ensemble*), **HASSAN HAKMOUN ENSEMBLE** (*Moroccan Trance Music*), **STELLAMARA** (*Bulgarian, Medieval, Middle Eastern*) and **AXIOM OF CHOICE** (*Persian Emigre Fusion*). On Saturday, September 27th at 11am, **SAMBADÁ** (*Brazilian musicians and dancers*) leads a FREE Multicultural parade with high quality, local community talent in Downtown Monterey.

Tickets are \$20 in advance until September 24 at noon, \$25 at the door. In advance only, a Festival pass to all festivities is \$70 (a steal). At the door only, discounted price of \$20 for students, seniors and military with current ID. Group rates are also available by calling 831.622.9060. Tickets can be purchased locally in Monterey at **Bay Books** (Alvarado Street), in Carmel at **DoReMi Music & Video** (Carmel Rancho Blvd) and **Pilgrim's Way Bookstore** (Dolores Ave.), in Pacific Grove at **Bookmark** and in Santa Cruz at **Streetlight Records** (Pacific Street) and **Rhythm Fusion** (Pacific Street). Also for tickets, call 866.56.MUSIC for tickets and visit www.montereyworldmusic.org.

Let's rejoice in our differences and celebrate our commonalties!

Perhaps the most unique element of the **Monterey World Music Festival** this year is the **United Colors of Monterey Bay** parade, the first ever of its kind in Monterey County. On **SATURDAY, SEPTEMBER 27 AT 11 AM**, the Festival's diverse parade and its grand finale will bring more than twenty regional dance companies, music groups and ethnic artists together to perform in downtown Monterey. **The United Colors of Monterey Bay** is a multicultural parade that celebrates the richness of the community's cultural creativity. The joyful parade explores, values and promotes ethnic local organizations, presenting an incredibly diverse range of music styles, dance types, cultural heritages and abilities. Rick Johnson, Executive Director of the Old Monterey Business Association articulates, "The Festival's multicultural parade is in the best tradition of Old Monterey which has brought cultures together since its inception."

Led by **SAMBADÁ**, the Santa Cruz's based Brazilian percussion and dance group, the **United Colors of Monterey Bay** parade presents performances of high quality and offers opportunities for local groups to show their cultural richness and outstanding talents.

The parade will begin promptly at 11AM at Portola Plaza on Del Monte between Alvarado and Calle Principal; the parade advances up Alvarado Street away from the ocean towards Pearl Street; then, the parade turns right on Pearl Street heading towards Pacific Street. With over twenty local musical and dance groups, the parade culminates in a finale in front of Monterey City Hall at the Colton Hall Lawn on Pacific Street between Pearl and Madison Streets.

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The recommended main areas to view this spectacular "tapestry of talent" are:
Portola Plaza, Alvarado Street and the Colton Hall Lawn.

PARTICIPATING MULTICULTURAL, COMMUNITY GROUPS INCLUDE:

ART & REVOLUTION CONVERGENCE (*Puppetry*)
AYOTOCHTLIN (*Aztec Live Drumming and Dancing*),
BARNES ACADEMY OF IRISH DANCING (*Traditional*),
BAY AREA GROOVE (*Hip Hop Step Dance*),
CYPRESS GROVE DANCE COMPANY WITH BROOK KNOWLES (*Bahamian Dance*),
CAPOEIRA ANGOLA (*Brazilian Live drumming and movements*),
DANZA DE LA PLUMA- FOLKLOR DE ANTEQUERA (*Ancient Mexican Dance*),
EL FRIJOLITO- THE LITTLE BEAN (*Mexican Clown*)
EL SOL DE LULAC (*Mexican Baile Folklorico*),
GODDESS OF FUNK (*Brazilian music and dance*),
KAWAYANAN MONTEREY BAND (*Hula and Line dancing*),
MABUHAY ASIAN CULTURE KATIPUNAN (*Philippine live music and dance*),
MARACUJA (*Trinidad Carnival Music and Dance*),
MONTEREY BAY SCHOOL OF HIGHLAND DANCE (*Bagpiping and Scottish dancing*),
MONTEREY PENINSULA BRANCH NAACP (*Hip Hop*)
PARK AVENUE STUDIO MIDDLE EASTERN DANCE COMPANY (*Belly dancing and live music*),
PEACEMAKERS DRILL AND DRUM CORP (*Step Dance*)
PHILIPPINE-AMERICAN CULTURAL SOCIETY (*Philippine music and dance*),
SALSA RUEDA SANTA CRUZ (*Cuban salsa*),
TANGO MONTEREY BAY (*Argentinean tango*),
TROPICALISMO-LATIN DANCE CABARET (*Mambo*),
HORON TURKISH FOLK ENSEMBLE (*Turkish folk dance and music*).

The Festival invites the community to a fantastic FREE multicultural parade making it possible for everyone to celebrate our community's rich diversity. By offering the gift of dance and music, our regional organizations provide a meaningful aesthetic experience for the public; parade participants illustrate the idea that art should be accessible to all. Building community is central to the mission of the **Monterey World Music Festival**.

Please note that participating parade groups will have cultural tables at the Colton Hall lawn, providing more information about their cultural traditions, music and talent, highlighting their ongoing programs and upcoming performances.

Many sponsors are partners with the 2003 **Monterey World Music Festival**, they include banks WASHINGTON MUTUAL and COMMUNITY BANK, public radio stations KUSP – 88.9FM, KKUP – 90.5FM and KAZU – 90.3FM; Vintners JEKEL Vineyards; magazine GLOBAL RHYTHM; newspapers the SAN JOSE MERCURY NEWS and THE MONTEREY COUNTY HERALD; weekly publication the COAST WEEKLY; hotels the MONTEREY MARRIOTT, MONTEREY BEACH RESORT, CASA MUNRAS and CLARION HOTEL; restaurant the INDIA'S CLAY OVEN; cafes the BAGEL BAKERY and MORGAN'S TEA AND COFFEE; markets ALBERTSONS,

Sunset Cultural Center, San Carlos at 9th / POB 7495 Carmel, CA 93921
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THE 2003 MONTEREY WORLD MUSIC FESTIVAL

September 16, 2003

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TRADER JOE'S and WHOLE FOODS as well as the CALIFORNIA ARTS COUNCIL, the CITY OF MONTEREY, the CITY OF SAND CITY and the COUNTY OF MONTEREY. The **Monterey World Music Festival** is a program of the **CULTURAL COUNCIL FOR MONTEREY COUNTY**.

The **Monterey World Music Festival** paves the way through barriers of ethnicity, social and economic backgrounds. In its 7th season of presenting over a hundred of the highest-caliber World musicians, the Festival promotes cultural understanding and awareness, celebrate humankind's differences, and transcend cultural boundaries through the universal language of music. Every year, musicians from around the world arrive on the Central Coast for a cultural exploration of innovative blends of contemporary and traditional rhythms. Additionally, the Festival Educational Outreach Program presents global musicians through the Professional Artists in the Schools Program in Monterey County public schools, K-12 and colleges.

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