



FOR IMMEDIATE RELEASE

CULTURAL COUNCIL

FOR MONTEREY COUNTY



MONTEREY WORLD MUSIC FESTIVAL PRESENTS "HOPE FOR THE WORLD"

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"The **Monterey World Music Festival** embarks upon another magnificent musical journey," states Festival Director, David Cloutier. The theme of the 2003 **Festival** is *Hope for the World*. For six years, the **Cultural Council for Monterey County** has brought extraordinary musicians and outstanding performances from all over the globe to the Central Coast in a celebration of culture, exploring innovative blends of contemporary and traditional rhythms. As a result of a scheduling conflict with the San Francisco World Music Festival, FESTIVAL DATES AND VENUES HAVE CHANGED. The 2003 **Festival** will take place **SEPTEMBER 25, 26, 27, 28**. Presenting over a hundred of the highest-caliber World musicians, the **Festival** promotes cultural understanding and awareness, celebrates humankind's differences, and transcends cultural boundaries through the universal language of music.

Due to the challenging economic climate, the **Festival** has been required to relocate from the Custom House Plaza to venues in and around Monterey. In order to continue the quality and integrity of the **Festival**, we have decided to feature our musicians in key venues, maintain subsidized ticket prices, preserve **Festival** Outreach programs, and add a new community event to the weekend. The **Festival** will utilize Monterey venues soon to be announced. The Cultural Council will continue to discount the ticket prices of each performance, which creates opportunities for all of Monterey County and beyond to experience the voices and magic of culture. The average world music concert presenting only one group is \$30. Our Festival features at least two groups per event with a cost of \$25 (a savings of \$35) as well as offer group discounts to the community. Additionally, the **Festival** will preserve its Educational Outreach Program which transports global musicians as a part of the CCMC *Professional Artists in the Schools* Program to public schools, K-12 and colleges throughout Monterey County.

"This Festival is of great importance to our community. It brings festivity, diversity and a sense of kinship to the streets of Monterey. Cultural diversity is one of the gems that give the Monterey Peninsula its sparkle! We think the Procession is an excellent way to gather folks in a celebration of life and culture," say local historian John McCleary and his wife, Joan Jeffers McCleary, non-profit manager. An extraordinary addition to the festivities this year is the production of a truly multicultural procession rejoicing down Historic downtown Monterey. The procession will feature a dozen community groups throughout Monterey County who cultivate a diversity of cultural folk traditions. The Procession and the finale act are completely **FREE-of charge** to families, friends, students, seniors, cultural visitors and everyone. Keep your eyes and your ears out for the announcement of who will perform at this grand downtown party.

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THE 2003 MONTEREY WORLD MUSIC FESTIVAL

July 28, 2003

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CCMC President Kellie Morgantini announces, “The **Monterey World Music Festival** provides awakening experiences at a pivotal time in American history.” As a diverse multicultural society, we are inspired, enlivened and educated by cultural events occurring in our community every day. The **Festival** celebrates each other’s differences and opens doors to essential cultural awareness, exchange and interaction by presenting audiences with a three-dimensional view of other cultures and a sense of global unity. We invite everyone to join us in a diverse celebration of musical traditions.

The **Monterey World Music Festival** paves the way through barriers of ethnicity, social and economic backgrounds. Kahlil Gibran writes, “Music is the language of the spirit. It opens the secret of life bringing peace, abolishing strife.” Please look forward to the announcement of the Festival line-up with artists, venues, program descriptions and more, as well as the launch of the Festival website with ticket sales in August.

The **Cultural Council for Monterey County (CCMC)** is a private, non-profit organization and the official arts agency for Monterey County. Formed in 1982, **CCMC** serves as Monterey County’s local, county-designated partner of the California Arts Council. **CCMC** provides several vital programs: arts leadership, the granting program, arts education, and cultural understanding. The **Cultural Council for Monterey County** promotes education, appreciation and excellence in the arts of Monterey County. **CCMC** fosters cultural awareness and understanding, helping to provide an array of aesthetic and educational experiences for adults and children. Please also visit www.culturalmonterey.org, the gateway to the arts and culture of Monterey County.

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