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COMMUNICATION	
CW-	MAY 8/18
ITEM-	8.1
SEP. 1	

Celebration of Colours



Presented on: May 8, 2018

About SAAV



South Asian Association of Vaughan
Celebrating our diversity

The South Asian Association of Vaughan (SAAV) is established Not for Profit organisation with an objective of education and preservation of South Asian heritage and culture among those interested.

The Association also facilitates strong and close communication, solidarity, unity and understanding, among people of South Asian origin, living in the Vaughan. The Association will commit to do so through promotion of performing arts from the South Asian Region.



Proposal : South Asian Festival of Colour

- South Asian Association of Vaughan would like to celebrate the South Asian Festival of Colours in Aug 2018.
- As the South Asian population increases in Vaughan, so does the need for recognition/ South Asian Cultural Celebration.
- We would like to propose a South Asian Festival of Colours that would portray diversity.
- The event will consist of Kite Flying, Celebration with Color and Food from South East Asia

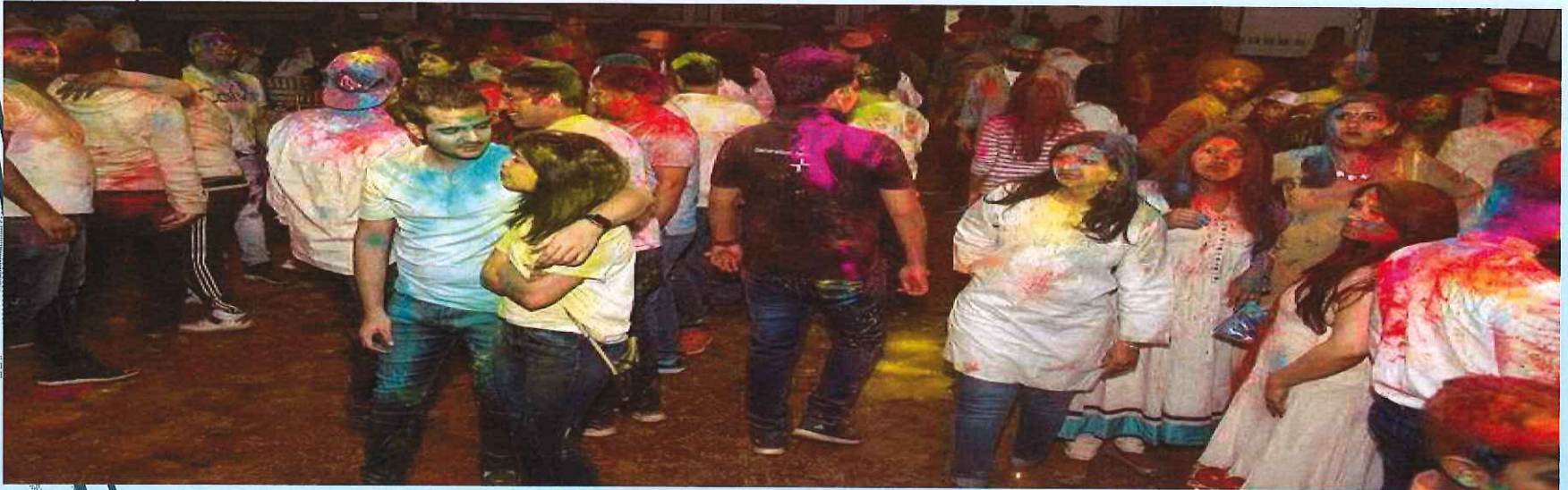
The Event : Celebration of Spring

- **Kite Flying:** People of all backgrounds in South Asia celebrate the transition of Winter to the Season of Spring by flying kites. We would like the attendees at this event to experience the excitement of kite flying.



The Event : Celebration of Spring

- **Coloured Powder (Holi):** Holi, a traditional Hindu festival, celebrates the beginning of spring as well as the triumph of good over evil. It is best known around the world for the powder that revellers throw on each other, leaving festival goers coated in colour by the end of the day.
- We would like to **designate a section** at the venue for attendees to play with the coloured powder. The area can be covered with tarp and attendees can play with colour only at this designated area.



The Event : Celebration of Spring

Food and Entertainment:

We propose that there will be various booths for different South Asian varieties of food from restaurants that can be purchased by attendees.

We also propose to have performers from South Asian background to perform at the event.





Proposed Location

The Vellore Hall, 9541 Weston Road, Woodbridge

Proposed Date and Time:

August 18th from 3:00 pm to 7:00 pm

Expected Attendees:

Around 1000



Proposed Advertising

- Social media
- Radio
- Advertising with the City of Vaughan

Contingency Plan:

Tents to be put up for rain

Sample events in GTA



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Thank You!

Questions?