



Festival of India to Highlight Indian Culture

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PR9.NET February 29, 2006 - ROCHESTER HILLS, MI - More than 65,000 people are expected to attend the Festival of India - Detroit between August 25 and 27th at Hart Plaza in downtown Detroit.

The festival will feature many exciting aspects of the Indian culture, which is growing at a rate of 13% per year in Michigan.

Visitors to the festival will experience mouthwatering dishes from every region of India at the Taste of India section. Local restaurants and chefs from other areas will be preparing delicacies and traditional Indian cooking.

A second festival within the festival is called "Styles of India". This festival will feature the latest fashions of Bollywood clothing, jewelry, and accessories. In addition to display booths, a fashion show will be held on the main stage.

Another highlight of the festival is the Music of India. Open dancing under the stars will feature Kidd Skilly, the well-known Indian performer. Additional music will include local Indian musicians involved in a search for Michigan's best singing voice by a group or individual.

This year's festival will mark the historic return of the Miss India pageant to Hart Plaza.

Many other special events are still being planned to make this a family fun event where visitors truly enjoy themselves as they learn about the Indian culture.

The Indian population is a very important demographic for Michigan. In addition to its double-digit growth rate, the demographic has an average household income of more than double the average. When combined with other Asians, the total demographic accounts for almost 20% of physicians, 26% of engineers, and more than 12% of postsecondary teachers. The total Asian buying power in Michigan is expected to be almost \$9 billion in 2007.

The Festival of India-Detroit is produced by United South Asian Promotions. It is sponsored in part by teenpatti.com.

Vendors interested in having a booth at the festival or in sponsoring the festival are encouraged to contact the Multicultural Business Council at 248-802-6138.

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About Max Impact

Max Impact connects individuals to their dreams and teams to a shared vision. Our products have been used by thousands of organizations throughout the world to get the max impact from their human potential. The Catapult professional coaching program has connected entrepreneurs and managers to the results of their dreams.

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