

Indigo

A GATHERING OF CULTURES FESTIVAL



HAMILTON NEW ZEALAND

MEDIA RELEASE

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Indigo Festival celebrates colour

There will be no Rugby World Cup-style black outs in Hamilton this March, with the annual Indigo Festival set to light up the city from 19-26 March 2011. The eight-day event showcases Hamilton's diverse ethnic communities, and invites others to experience their colourful traditions.

"This is an amazing opportunity to immerse yourself in another culture," believes event coordinator Patricia Novoa. "Our ethnic communities are proud to share their traditions with us, with beautiful costumes, intricate arts and craft, and of course the food!"

Hamilton's fifth Indigo Festival opens on Saturday, 19 March with the **Indigo Go** street parade. Travelling north along Victoria Street from Hood Street, the parade features a parade of nations in traditional dress. "The parade is fantastic because you get to see the whole community together – young and old," says Patricia.

Also starting on Saturday, 19 March and running throughout the Festival programme is **Indigo Taste**, with a number of local restaurants offering a special Indigo menu that reflects our city's diversity.

Rounding out the Festival's first weekend is **Indigo Faith** on Sunday, 20 March. Held for the first time in 2011, this is a series of open days at international churches, offering visitors a deeper understanding of these cultures and their beliefs.

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The Festival is also timed to coincide with Race Relations Day on Monday, 21 March, to be marked with a VIP opening of the **Indigo Film Festival** at Lido Cinemas. Race Relations Commissioner Joris de Bres will be among the dignitaries present. Tickets to the Tuesday, 22 and Wednesday, 23 March public screenings are available through Ticketek for \$10-12 (a booking fee may apply).

Indigo Style is a popular event on the Festival programme, offering an international fashion show of traditional and modern ethnic dress on Thursday, 24 March. Tickets for the Clarence Street Theatre event are available through Ticketek for \$10-15 (a booking fee may apply).

The highlight of the eight-day event is set to be **Indigo on Show** on Saturday, 26 March, featuring cultural performances, demonstrations, an art and craft market, and ethnic food stalls. This free family-friendly event is held at the Hamilton Gardens, and picnics are welcome.

The Indigo Festival 2011 is made possible thanks to the continued support of Hamilton's diverse ethnic community, along with valued contributions from the annual event's sponsors and funders Hamilton, Trust Waikato, NZ Lottery, Skycity Hamilton Charitable Trust, Wintec, Hamilton Community Arts Council, Department of Ethnic Affairs, Hamilton Multicultural Services Trust, Waikato Times, Community Radio Hamilton, and The Breeze.

For further event details visit the website www.indigofestival.org.nz or contact Patricia telephone 07 853 2192 or email events@hmstrust.org.nz.

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