



Asian Festival at Penn's Landing
Saturday, June 20, 2009
Great Plaza at Penn's Landing, Philadelphia

The 5th Annual Asian Festival, part of the PECO Multicultural series, presents the rich colors, sounds, and sights of multiple Asian cultures. The Asian Festival aims to celebrate the cultures of 16 Asian countries including Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam.

The festival presents Asian art, a variety of authentic Asian foods, cooking demonstrations, an open market place for art work, gift items, jewelry, toys, clothes, pottery, snacks, spices and more and a Children's Court reserved for activities and demonstrations for children of all age focused on bringing the Asian culture alive in the youngsters through hands on arts and crafts projects.

Pricing: Ranges from \$1,500 depending on sponsorship benefits and setup logistics.

Attendance: 5,000

Time: Noon-6pm.

Demographics: Family audience of Asian descent. People interested in the Asian culture, decor and food.



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