

SILVER CITY MAIN STREET



3605 W. National Avenue ❖ Milwaukee, WI 53215 ❖ 414.645.1700 ❖ www.silvercitymainstreet.org

FOR IMMEDIATE RELEASE:

August 6st, 2008

Contact: Britney Xiong, Asian Fest Marketing Manager
(414) 507-9002

ANNOUNCING THE 2ND ANNUAL ASIAN FEST **Silver City's Asian Fest: East Meets West National Ave**

Silver City Main Street District announced today that it is bringing the East to 'West National Avenue' again this year with the return of its Asian Festival on **September 20, 2008 from 10 a.m. to 6 p.m.** The Silver City District, located on National Avenue from 31st Street to Miller Park Way, will host this annual Milwaukee festival to celebrate the city's Asian cultural heritage.

"The Silver City District is the international location in Milwaukee, and I am excited to have Asian Fest here again," said Alderman Robert Donovan of the 8th aldermanic 8th. Home to 17 Asian-owned businesses, including five restaurants, the area offers a variety of authentic Asian food and retail. Silver City's Asian Festival will feature vendors and entertainers of Hmong, Chinese, Thai, Japanese, Filipino, Vietnamese, Korean, and Laotian descent.

Silver City is one of six Main Street Milwaukee Districts, a program launched by Mayor Tom Barrett in partnership with Local Initiatives Support Corporation to revitalize the city's neighborhood main streets. The goals of the program are to boost businesses, create jobs and attract customers.

"Our Main Street Districts celebrate and promote the unique cultural mix of its businesses and surrounding neighborhoods, and Silver City really is becoming known as not only an international experience, but as a destination for the best in Asian-focused shops and services," said Mayor Tom Barrett.

A parade at Noon kicks off the festival, with participants representing a variety of nationalities. Silver City has invited several Asian and American Vietnam War veterans groups to march. The parade will lead to a cultural stage featuring Laotian dancers, Hmong American Friendship Association (HAFA) dancers, demonstrations by Rising Dragon Martial Arts, Chinese Lion Dancers, and Japanese Kendo (fencing). A fashion show with traditional apparel and singers will also bring an Asian flair to the stage. Food tasting and cooking demonstrations by Silver City restaurants lend a taste of Asia to the festival.

- MORE -



A program of *Layton Boulevard West Neighbors*



SILVER CITY MAIN STREET



3605 W. National Avenue ❖ Milwaukee, WI 53215 ❖ 414.645.1700 ❖ www.silvercitymainstreet.org

Silver City Asian Fest Page 2

The event planning committee for Silver City's Asian Festival is chaired by Heather Ly. The committee is composed of a dedicated group of volunteers, many of which are Hmong, as well as a former member of the Asian Moon Festival planning board.

For more information about the Silver City Asian Festival, check out the website www.silvercitymainstreet.org To learn more about Main Street Milwaukee, see the Department of City Development's webpage at www.mkedcd.org

The Silver City Main Street works to build a positive image that encourages customer growth and community development, in conjunction with the City of Milwaukee's Main Street Milwaukee, and Layton Boulevard West Neighbors.

###



A program of *Layton Boulevard West Neighbors*



CDBG