

## **Mosaic Festival Shines for Four Days In August**

**Mississauga, Ontario (August 7, 2012)**... Mosaic Festival returns to Celebrations Square from August 16-19 2012 offering a free multidisciplinary arts experience for everyone to enjoy. Focused on South Asian Heritage, Mosaic is launching the 7<sup>th</sup> annual festival on August 9<sup>th</sup> with an exhibit opening of Image and Identity at Promenade Gallery. Curated by Ali Adil Khan and Asma Mahmood, this festival event showcases various perspectives on themes of Identity in photographic form.

*"It's truly a festival of the people and for the people. It's pure family fun, inspiring local talent and sharing of cultures in the community!"* says Festival Director, Anu Vittal.

Each year Mosaic draws more than 60 000 people to Celebration Square in the heart of Mississauga. Rock the Coliseum was born in the festival as an opportunity to feature independent musicians. Mosaic has partnered with FILMI to produce MISAFF, a South Asian film festival. Programming highlights include performances by Shafqat Amanat Ali Khan, the brightest bollywood singing sensation from Pakistan, Red Baraat from Brooklyn, and Stereo Nation from UK, along with over 200 artists from Canada. A special Independence Day Mushaira or poetry reading will take place along with exclusive fashion shows exhibitions. Please visit our website for latest artist updates.

*"Mosaic is uniquely artist based. We are trying to give festival goers an authentic cultural experience. Our program has something for everyone,"* adds Shannon Kitchings, newly appointed Executive Director of Canadian Community Arts Initiative (CCAI) which hosts the festival.

Past years have been so successful that this year the festival has added one more day to make it a four day event, the largest of its kind in North America. This year's festival is presented by nofrills® stores with Chevrolet as the Gold Sponsor and Royal Bank continues to support the festival as a Silver Sponsor.

*"Across different cultures, food and community events play an important role in bringing people together. At nofrills® stores we are very proud to play our part by offering customers great food at low prices and we take pride in helping Canadians balance their weekly shopping list within their budget,"* says Al Tornatore, VP nofrills® Ontario.

For more information visit <http://www.mosaicfest.com> or contact Shannon Kitchings at shannon@communityart.ca.