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IndiaFest Milwaukee Returns to Humboldt Park *Experience Mini-India – “More fun. More masti.”*

Milwaukee, WI (July 22, 2015) – Vibrant costumes; traditional, Bollywood, and fusion music and dance; and authentic Indian cuisine come together to celebrate Indian culture on a grand scale at the free *IndiaFest Milwaukee*, Saturday, Aug. 15, from 11 a.m.-9 p.m., in Humboldt Park. The park is located at 3000 S. Howell Ave.

“There is no better way to learn about Indian culture,” said Purnima Nath, President of Spindle India, a non-profit, non-political organization and the event’s organizer and producer. “We are weaving happiness as we bring people together through collaboration. Our goal is to weave India’s colorful cultural threads into the rich multicultural tapestry of American culture.”

Now in its third year, the first outdoor festival focused entirely on India has seen an audience of about 13,000 including the Chief of Air India. Over 500 participants have showcased their talents at the festival to promise more fun – or more masti.

The daylong event opens with a welcome ceremony observing the 69th Independence Day of India. The ceremony will feature a children’s parade, flag hoisting, and patriotic songs.

Music and dance performances will illustrate the diversity of culture in the Indian states.

Classical to contemporary musical pieces will showcase traditional tabla and sitar meeting electronic keyboard, drums, and guitar. An “East Meets West” fusion performance by world-renowned sitarist Indrajit Banerjee and modern guitar virtuoso Fareed Haque will offer contrast to the non-stop foot-tapping of the popular Bollywood songs by the group Lotus. New this year will be Wisconsin Indian Singing Idol, a singing competition for local performers.

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Dance styles will also range from classical to contemporary. Traditional forms of Indian dance, such as Bharat Natyam with traces of temple dances, and the popular Punjabi folk dances, Bhangra and Giddha, will be presented. Also engaging the audience will be the energetic Bollywood dance numbers performed in multi-hued costumes.

In addition to the colorful costumes seen in the dance performances, visitors may watch a fashion show and see Indian costumes up-close in displays of the Indian states. Event-goers may also learn how to tie a turban or sari. New this year will be the Mr. and Miss/Mrs. Wisconsin Indian Fashion Show with categories for rural, fancy/designer, wedding, and children's/costume dress.

Throughout the festival, the aroma of Indian spices will be wafting on the air. Some of the best restaurants and providers from the Milwaukee and Chicago areas will be represented. They include Anmol, Bombay Sweets, Bollywood Grill, and Kabana Grill.

Foods available at the festival range from dosas, similar to crepes or pancakes, to chaats, savory snacks often sold from food carts in India, to biryanis, rice-based dishes with vegetables or chicken.

Additional vendors will offer unique products and services from colorful exotic arts, costumes, and jewelry to temporary hand-painted Henna designs. A photo booth will give visitors the opportunity to have their pictures taken with settings of popular Indian landmarks as keepsakes of their IndiaFest tour.

IndiaFest Milwaukee was launched in 2013 as a 100 percent volunteer initiative. Its purpose: to bring communities together through culture and collaboration for better business and a stronger community tomorrow.

For the flavor of the festival, visit indiafestmilwaukee.org.

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