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IndiaFest Milwaukee Returns to Humboldt Park *“More fun. More masti.”*

Milwaukee, WI (July 24, 2014) – 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 2014*, Saturday, Aug. 16, in Humboldt Park, 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.”

In 2013, the first outdoor festival focusing entirely on India saw an audience of about 5,000 including the Chief of Air India. Hundreds of participants showcased their talents at the festival. Now in its second year, *IndiaFest Milwaukee* promises more fun – or more masti.

Music and dance performances will illustrate the diversity of culture in the Indian states. Classical tunes to contemporary keyboard, drums, and guitar of the Bollywood style will be featured. Traditional forms of Indian classical dances, 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 glamour fashion show and see Indian costumes up-close in displays of the Indian states.

Throughout the festival, the aroma of Indian spices will be wafting in the air. Some of the best restaurants and providers from the Milwaukee and Chicago areas will offer a variety of menu items. 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 arts, costumes, and jewelry to temporary hand-painted Henna designs.

The daylong event opens at 11 a.m. with a welcome ceremony, observing the 68th Independence Day of India. The ceremony will feature a children’s parade, flag hoisting, and patriotic songs.

For the flavor of the festival, visit indiafestmilwaukee.org

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