

MEDIA RELEASE

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A MULTICULTURAL EXTRAVAGANZA AT VIVA VICTORIA

The Viva Victoria Festival is a one-day multicultural extravaganza which marks the end of Cultural Diversity Week on **Sunday 23 March 2014** from 12-5pm.

The Festival will return to Federation Square, which will come alive with a world of colour and sound as tens of thousands of people flock to enjoy a diverse mix of cultural performances and entertainment.

This year's festival will showcase a magnitude of multicultural talent, with performances by the effervescent Bombay Royale plus local acts including the Cambodian Space Project, D2 Drumline, Fouad Haraka and many more.

The world market area features unique contemporary and traditional art and craft products from around the world and the River Walk Terrace hosts an amazing array of delicious food from the many cultures living in Victoria.

There are many more family-friendly activities to enjoy, including entertainment from roving performers, a children's area, an exhibition of short films, sport clinics, cultural demonstrations and much more.

Viva Victoria has been on the multicultural calendar for six years now – and is growing each year.

Chairperson of the Victorian Multicultural Commission, Chin Tan, encouraged people to attend what can only be described as one of Victoria's biggest cultural gatherings.

"Viva Victoria truly is a multicultural extravaganza! It is a fantastic way to finish off Cultural Diversity Week as Victoria's premier celebration of our extraordinary and enviable diversity," Mr Tan said.

Cultural Diversity Week will run from **15 to 23 March 2014** and celebrates our state's cultural and linguistic diversity through a lively program of community events and activities.

Photo opportunities or interviews can be arranged by contacting the Victorian Multicultural Commission.

Media enquiries:

Gloria Calescu, Communications Adviser on 03 9651 0655 or
gloria.calescu@vmc.vic.gov.au