



CITY OF GAINESVILLE

Department of Parks, Recreation and Cultural Affairs

RELEASE DATE: *June 30, 2010*

CONTACT: **David Ballard**, *Event Coordinator*

Email: ballarddg@cityofgainesville.org

Telephone: 352-393-8746

Call to Artists, Performers and Vendors to Participate in the Heart of Florida Asian Festival on Oct. 23 and 24

GAINESVILLE, Fla. – The City of Gainesville will present the Heart of Florida Asian Festival at the Thomas Center for the Arts on Saturday, Oct. 23 and Sunday, Oct. 24 from 12 noon to 6 p.m. The festival, which began as China Fest in 2008, expanded in 2009 to include all of Asia. Due to the large crowds in attendance last year, the 2010 festival is expanding to a two-day event, and will be held on both Saturday and Sunday. It will feature the rich performing, visual and culinary arts of the Asian continent and take place both inside the historic Thomas Center and in its adjoining gardens.



The festival is currently taking applications for visual artists, performing artists, food vendors and community groups which are of Asian heritage or are Asian themed. The City of Gainesville is also seeking sponsors and volunteers for the festival. The Department of Parks, Recreation and Cultural Affairs invites all interested participants to contact festival coordinator David Ballard at ballarddg@cityofgainesville.org or by phone at 352-393-8746.

The Cultural Affairs Division is the designated local arts agency for Gainesville and Alachua County. Its mission is to promote cultural activity and encourage community based cultural resources.

For more information on the Heart of Florida Asian Festival or to schedule an interview, please contact David Ballard at 352-393-8746.

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