



Serbian Fest Committee
16025 - 243 Avenue E,
Foothills, AB, T1S 4C3 Canada
Tel# 403-852-8806
E-mail: marketing@serbianfest.org
Website: www.serbianfest.org

FOR IMMEDIATE RELEASE:



JOIN US

FOR CALGARY'S 7th ANNUAL SERBIAN FESTIVAL
FAMILY FRIENDLY CULTURAL EVENT WITH FOOD, DANCE AND MUSIC

Experience the fascinating world of Serbia at this family-friendly multicultural event filled with food galore and live cultural entertainment that everyone will enjoy. Be inspired and tempted with traditional Serbian delights and cuisine at the festival. The festival will also showcase traditional folk dance performances and musical acts from a variety of multicultural groups. All proceeds go towards the future Serbian-Canadian cultural centre and other charitable organization here in Alberta and Canada. For more info, visit www.serbianfest.org. Save the date and enjoy a weekend filled with culture and fun!

WHEN: **Saturday, May 20th - 11am-5pm**
(Opening Ceremony at 12 pm on Saturday)
Sunday, May 21st - 11am-5pm

WHERE: 16025 - 243 Ave E, Foothills, AB T1S 4C3
Intersection of Deerfoot Tr. S & Dunbow Rd. E
(across from Heritage Pointe Golf Course)

Serbian Fest Mission and Vision: To provide the citizens of Calgary an educational, inclusive and entertaining annual festival raising the profile of Calgary's Serbian Community by showcasing the rich Serbian cultural heritage through the arts, cuisine, entertainment and true hospitality. Serbian Fest is organized by the St. Simeon Mirotocivi Serbian Orthodox Church - a non-profit organization promoting Serbian culture and heritage.



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BACKGROUND - WHAT IS SERBIAN FEST?

This is an exciting time for the Calgary Serbian-Canadian community. We are proud to announce 2014 as the year of the opening of our new church—the largest Serbian Orthodox church in Canada. This is an important milestone for our community as we move from our longtime address in Marda Loop to our new 6000 square foot church and hall which is surrounded by several soccer fields, will house a future cultural-sports centre, and plenty of walkways and a pond. Serbian Fest is a showcase of the rich history of our culture, including delicious Serbian food, traditional cultural dances, and authentic music - a true celebration of Canada's multiculturalism.

SERBIAN DIASPORA COMMUNITY

The Serbian community in Calgary is now approaching 5000 people, with the first settler arriving back in the early 1900s. Over the years, the diaspora has come together to build a community and keep its unique culture thriving. Serbian immigrants have made important contributions to our society as prominent members of many communities throughout Canada and the world over. **Nikola Tesla**, the prominent inventor of AC who lit up the world, and **Mihajlo Pupin**, a founding member of NASA, are two of the most renowned Serbian emigrants on this continent. Not to mention, Serbian Field Marshall **Radomir Putnik** whose plaque has been erected in Kananaskis country in front of Mt. Putnik by the Ravna Gora Serbian Heritage Society with support of the Royal Canadian Legion in honour of the brave Canadian and Serbian troops who fought for the allied cause in WW1.

CULTURE

Serbian culture today is influenced by its position as a bridge between eastern and western Europe. It is an eclectic mix of cultures that includes Hungarian, Austrian, Mediterranean and the Middle East. Elements from Turkish, Celtic and Judaic regions can be seen in the cuisine, costumes and music. From the intricacy in its detailed handicrafts and art, to the variety of music, song and dance - Serbian culture has a richness that today still captivates audiences.

SPORTS

Serbia is a sports loving nation. Serbian Fest includes a variety of sporting competitions: table tennis, volleyball, soccer, basketball, bocce ball, chess, and of course – tennis which has risen in popularity in Serbia since Mr. Novak Djokovic has impressed the world stage.

COMMUNITY CLUBS

The thriving Calgary Serbian community has created several organizations including the Serbian Orthodox Church <http://svetisimeon.org/en/>, Ravna Gora Serbian Heritage Society, the SD Serbia Soccer Club <http://www.sdserbia.com>, the Circle of Serbian Sisters, and the Serbian Folklore Dance Ensemble "Frula" <http://www.frula.ca>. Other groups have also been created to raise humanitarian funds for members of the community who are marginalized.



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TESLA ROAD INITIATIVE

This is an initiative put forward by the Serbian community to rename 243 Avenue E (Range Road 294 SE) to the name of Nikola Tesla Road. This road borders the location of our new church and cultural centre. Tesla is a cultural icon and inspiration to the Serbian people and it is the wish of the Calgary Serbian community to honour his memory with this initiative.

<http://www.teslaroad.ca/>

