

The Inaugural Cleveland One World Festival: Celebrating the world's diversity with a one-day cornucopia of music, art, sports & food

Cleveland, OH — August 5, 2013

Join with Clevelanders of all nations and cultures on Sunday, August 25 for the first annual **Cleveland One World Festival**, a multicultural celebration of music, arts and food in the world-famous **Cleveland Cultural Gardens** of Rockefeller Park (along MLK Jr. Drive and East Boulevard, between St. Clair and Superior Avenues). Wander through this entirely **free** event and experience a wide array of arts and activities, from a parade up MLK Jr. Drive and continuous programming at a half-dozen stages to various sports and dozens of artisans and buskers displaying their crafts.

OneWorldFest founder **James Levin** (also founder of Cleveland Public Theatre and IngenuityFest, working in partnership with the **Cleveland Cultural Gardens Federation**, led by **Sheila Crawford**, and the **Famicos Foundation**, envisions a Rockefeller Park one day teeming with art, music, performance, athletic activities, food and beverages throughout the spring and summer: "The Cleveland One World Festival can be just the lightning rod."

On Sunday, August 25, from **noon to 9pm** on several stages and performance venues, stretching from the Irish Garden to the African American Garden, performers and artists will present a wide variety of impressive cultural displays, representing many of Cleveland's 100-plus nationalities. Ethnic food offerings will be available, as well as ethnic beer, wine and national specialty drinks. The event will honor **One World Day**, the 66th annual event celebrating the city's diversity and will include the naturalization ceremony honoring new immigrants to the United States. **Free shuttles** will take attendees from Wade Oval and Gordon Park to the festival location throughout the day.

More details...

Free!

Thanks to the generosity of the VA Hospital and University Circle Inc., visitors to the festival will be able to **park** for free at a large, secure new facility at East 105th St & Magnolia Dr. Once parked, visitors can board one of the free UCI **shuttles** that will circle the gardens for the duration of the festival, dropping them off at a number of convenient locations along MLK Jr. Drive and East Boulevard. They can then explore the gorgeous gardens and exciting cultural events for **no admission fee**. That way, patrons can save their money for the diverse array of art and food vendors throughout the gardens...

The Parade

A Parade of Nations down the main thoroughfare of Martin Luther King, Jr. Drive kicks the festival into high gear at 1pm. It will feature a diverse range of participants, from flag-bearers and stilt-walkers to bagpipers and belly dancers. Highlights include the Shaw High School Marching Band, giant Follow the Fish sculptures, and accordionists from the Polka Hall of Fame. The parade will begin at the Irish Garden and conclude at the African American Garden, where the annual **naturalization ceremony** for newly minted United States citizens will occur.

Programming

A wide array of cultural participants will perform in a number of venues around the southern section of the gardens. They will include Baida (Ukrainian folk music); African Connection; Bloodshot (local hip

hop); classical and Bollywood-style Indian dancers; reggae from Umojah Nation; *Midsummer Night's Dream* by Cleveland Shakespeare Festival; *Antigone* and visual arts programming presented by Hawken School; the Murphy Irish Dancers; jazz singer Dr. E (Elaine Richardson); Marcus Santos' Brazilian drum line Samba Joia; Deutscher Musik Verein; Lake Erie Native American Drum Ensemble; Mame Daiko taiko drums; the Russian Men's Chorus; hip-hop artist Eric Rico; Opera Circle; and the headliners on the main stages: the Moises Borges Ensemble (eclectic bossa nova and salsa) and Gilad Segev, an eclectic rock ensemble from Israel. All of the performers will appear on our two main stages, as well as venues at various gardens on East Boulevard and MLK.

Activities and Vendors

This is the year of the Three-B's for One World Fest: bocce, badminton, and basketball. Badminton activities (formal games and instructional workshops) will be offered all day in the field next to the Latvian Garden, and the Famicos Foundation will provide basketballs and hoops near the British Garden for attendees to shoot around, interspersed with a thrilling three-on-three tournament. Creative activities will engage the crowds with mural-making, chalk-drawing, kids' crafts, and interactive art displays. Additionally, dozens of food, drink, and arts vendors will sell their goods at locations around the festival. Their presence will highlight Cleveland's huge assortment of unique cultural, culinary, and artistic voices.

Bicycles

Because of the generosity of the **Ohio City Bicycle Co-op**, attendees are welcome to ride their bikes to the festival and park them for free at the British Garden. There will also be bike rental for a fee, as well as a space with shade, seating, refreshments, and bike tune-up tools for bicyclists to enjoy.

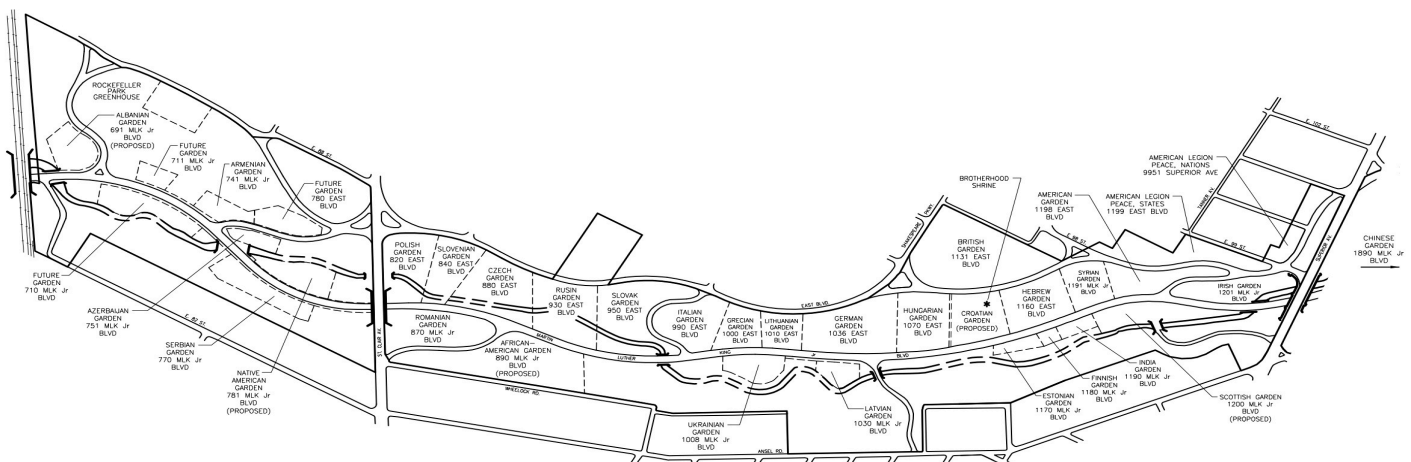
Sponsors include the Wolpert Family Foundation, Ohio Arts Council, Forest City Enterprises, Dominion, Neighborhood Progress Inc., Margaret Wong, Cleveland City Council members Jeff Johnson and Kevin Conwell, and the Jewish Community Federation.

Partners include the Famicos Foundation, the Cleveland Cultural Gardens Federation, University Circle Inc., Engage!Cleveland, Ohio City Bicycle Co-op, Passport Project, and Hawken School.

This first incarnation of One World Festival builds on the rich 65-year history of **One World Day**, and will continue to grow through **2016** — the **100th anniversary** of the Cleveland Cultural Gardens — culminating in a spectacular weekend-long festival covering the entire 276 acres of Rockefeller Park from Lake Erie to Wade Lagoon.

Need more information?

Contact: James Levin at 216-347-3499 or james@levinventures.com, or visit our website (www.clevelandoneworldfestival.com) or Facebook (www.facebook.com/ClevelandOneWorldFestival).



Boilerplate

Cleveland One World Festival (COWF) is an arts and entertainment event staged in the nationally acclaimed Cleveland Cultural Gardens, in partnership with the Famicos Foundation and the Cultural Gardens Federation. The festival is a gradual extension of One World Day, an existing observance produced annually for the past 65 years during the summer. Incorporating the Parade of Flags and Naturalization Ceremony into a day-long event, OWF is designed around a multicultural performance dimension. Gardens are transformed into venues for performing arts, music, and exhibition. Visitors will be afforded unique opportunities to sample a cultural smorgasbord of authentic Cleveland heritage.

Historical Setting

The Cultural Gardens lie in Rockefeller Park, a 276-acre tranquil ravine-like setting that runs two miles between University Circle, Cleveland's cultural center to the south and Lake Erie to the north. John D. Rockefeller donated the site as parkland in 1896 to commemorate the city's first centennial. Ernest Bowditch, a renowned Boston landscape architect, designed a meandering parkway flanked by wide-open green space framed by steeply sloped terrain. Interspersed in this pristine landscape, above and adjacent to the grassy meadows bordering Doan Creek, there are presently 31 formal gardens representing the various nationalities that comprise Greater Cleveland and the world community. The Gardens remain a kind of secret, untapped resource and unexplored realm by the great majority of Cuyahoga County residents. One World Fest will reopen the region's eyes to this hidden cultural gem.

The Event

Each nationality and culture (whether or not it is represented by a garden) will be invited to showcase its cultural heritage through its music, theatre, poetry, regalia, food, and beverages. OWF will create six to ten performance *environments*, from performance areas presented organically in some of the gardens to larger Main Stage venues that will showcase *featured* performers. Some events may be small in scope (sonnets at the Shakespeare garden, for example); some may be more ambitious (the Murphy Dancers at the Irish Garden, Opera Per Tutti at the Italian Garden). WFC will also include a parade at the nearby duckpond where all of the participants mingle and celebrate our differences and our unity.

Management Team

The Cleveland World Cultural Festival Inc., operating as One World Fest, has been launched in collaboration with the Cleveland Cultural Gardens Federation, and in cooperation with the City of Cleveland, University Circle, Inc. and the Famicos Foundation. James Levin is the Festival Director. Levin founded and directed the Ingenuity Festival of Arts and Technology for six years, was very involved in the concept and formation of the Gordon Square Arts District, and founded Cleveland Public Theatre, serving as its director for more than 20 years. Partnering with Levin are Dick Clough and Chuck Karnak, the production chief of Ingenuity and director of AllGoSigns and Detroit Avenue Arts. Clough is a veteran event marketing professional whose credits include BP RiverFest and Ingenuity Festival. CloughCleveland, Inc. will handle sponsorship for WFC. Brooke Willis is the publicity coordinator; Emily Wolf, assistant director; Jared Bendis, tech & social media; and Aden Wexberg, intern extraordinaire.

Other Cleveland Cultural Gardens websites:

<http://culturalgardens.org/>

http://en.wikipedia.org/wiki/Cleveland_Cultural_Gardens

<http://www.clevelandculturalgardens.org/>

<http://www.clevelandmemory.org/gardens/>

<http://academic.csuohio.edu/clevelandhistory/culturalgardens/>

<http://cleveland.about.com/od/clevelandattractions/p/culturalgardens.htm>

<http://cleveland.about.com/od/architectureandbuildings/ss/culturalgardens.htm>



Ohio Arts Council