



# LOCAL COLORS

**Local Colors at Night:**  
**Saturday, May 13, 2006**  
**5pm-10pm**  
**Admission Fee**  
**Elmwood Park**

**Day Festival:**  
**Sunday, May 14, 2006**  
**1pm-6pm**  
**Free Admission**  
**Elmwood Park**

Local Colors highlights the ethnic and cultural diversity of the Roanoke Valley. It has opened the mind and hearts of many, enriching the quality of life for all who have been part of it.



## What is Local Colors?

Local Colors is Roanoke's premiere year-long multi-cultural program which recognizes and embraces people of diverse origins, races and ethnic backgrounds. Throughout the year Local Colors works with schools, colleges, neighborhoods, retirement communities, government, businesses, and civic organizations to promote diversity and multi-cultural understanding. Annually it culminates in the third weekend of May with a Local Colors at Night and the renowned Local Colors Day Festival. An event full of the sharing and learning of cultures through music, arts, crafts, parade, attire, language and goodwill.

## Highlight of Festival Events

- More than 70 countries participate in the Parade of Nations, exhibits of arts and crafts, sell of authentic food, non-stop live entertainment on main stage, fashion show, children's games, international classical music and more
- Attended by dignitaries from embassies, area Senators, Congressmen and the Roanoke Valley Mayor.
- Children's Citizenship Ceremony conducted by the INS
  - Native American Village
  - For children there are PASSPORTS available that can be stamped by each country booths they visit and learn about.
  - RAFFLES: Great prizes including a deluxe travel package by sponsoring travel agency.
  - Closing ceremony: Renowned musicians lead people of all cultures, religions and ages to hold hands and sing songs of goodwill

## Background

- Local Colors celebrates its 15<sup>th</sup> year.
- Recognized as one of the largest events in Roanoke, it drew a crowd between 25,000 to 30,000 on a typical sunny day.
  - Awarded as an outstanding event in SW VA by the Library of Congress. Documented as a Local Legacy.
  - Covered by media in many foreign countries.

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## LOCAL COLORS YEAR-LONG PROGRAM

Local Colors, Roanoke's yearlong premiere multi-cultural program recognizes and embraces people of diverse origins, races and ethnic backgrounds. Annually, it culminates in the third weekend of May with Local Colors at Night and Local Colors Day Festival. Local Colors at Night features international bands, ethnic restaurants and international wine and beer. Local Colors Day is a free festive day of celebrating, sharing and learning through music, arts, crafts, parade, food, attire, language and goodwill.

### Local Colors Special Events

Local Colors at Night

Local Colors Day Festival

Latino Festival - Festival of dance, food and activities celebrating Latino community

Festival of Lights - Festival displaying how different religions celebrate holidays. Entertaining and informative demonstration and performances.

### Local Colors Programs:

Throughout the year Local Colors offers programs to schools, colleges, businesses, neighborhoods, retirement communities, religious groups, hospitals and government entities to promote diversity and cultural understanding.

Activities include:

**Cultural sensitivity-** lectures on how gestures and traditions differ from culture to culture, bridging understanding between teachers and foreign students.

**Cultural talks on many lands-** by Local Colors' participants from all nations ranging from Afghanistan to Zimbabwe

**Story telling-** stories told by different countries that are samples of their cultural heritage

**Chinese, Japanese, Koreans; We are not all the same-** an active, fun workshop involving the audience to identify each country.

**Christmas around the world-** performances and narrations by children of various countries. A musical delight.

**Local Colors International Choir-** during the holiday season singing songs in different languages, wearing native attires.

**International fashion show-** given by various cultures in various venues. Colorful and exotic!

**Authentic cooking demonstrations-** given by various cultures teaching how to cook dishes pertaining to their heritage

**International mini fairs and exhibits**