



iifa
BUZZ
CELEBRATING THE COMMUNITY
Presented by MARKHAM

CIBC
presents
iifa CELEBRATIONS IN TORONTO
JUNE 23 - 25, 2011 ONTARIO
CANADA

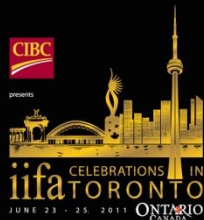
TOWN OF
MARKHAM

CELEBRATES IIFA

Produced by



Markham IIFA Buzz Events



IIFA Markham Steering Committee

Committee Members

- Honorary Chair Mayor Frank Scarpitti
- Councillor Logan Kanapathi
- Councillor Carolina Moretti
- Co-Chair Neil Fernandez, CIBC
- Co-Chair Naushad Hirji, SSN
- Andrea Guarino, Markham
- Angela Zigras, Seneca College
- Sgt. Courtney Chang, York Regional Police
- Mary Creighton, Markham
- Jobson Easow
- Eric Lariviere, Markham

- Dennis Flaherty, Markham
- Paul Ingham, Markham
- Christina Kakaflikas, Markham
- Mahesh Chokshi, Sanathan Mandir Cultural
- Naila Butt, SSN
- Richard Cunningham, Markham
- John Ryerson, Markham
- Shibani Rana, Satya Arts Association
- Prashanth Srichandramohan, Markham
- Vilvan Gunasingham



Markham Buzz Events

Markham Public Library Program

Markham Village Library

- **May 8th – Five-event Kickoff**

Classical Indian and Bollywood dance performance and workshop with children

- **May 14th - Renowned sitar player visits the library**

A classically trained musician from Pakistan

- **June 4th - Family Storytime and Henna activities**

Multilingual family storytime in English and Hindi and henna artist

Milliken Mills Public Library

- **May 22nd – Book & Talk**

Book talk, tea and food samples, and a demonstration by a local South Asian restaurant

- **May 28th – Family Story time and Henna activities**

Multilingual family story time in English and Hindi and henna artist



Markham Buzz Events

May 14th

Markham Village Library

Anwar Khurshid: In Concert

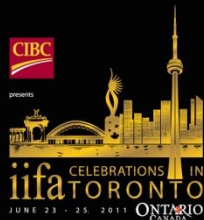
A classically trained musician from Pakistan

Vedic Cultural Centre

South Asian Heritage Celebration

Exhibition on India and national leaders,
stage program with music, dance, a fashion
show and key speaker.





Markham Buzz Events

Lead Up Buzz Events

- **May 14th – South Asian Heritage Celebration, hosted by Angie Seth (OMNI)**
Exhibition on India and national leaders, stage program with music, dance, a fashion show and key speaker.
- **May 27th – Milliken Bollywood Film Night**
Movie night organized by Milliken Youth Council
- **June 1st – Press Conference with Mayor Frank Scarpitti**
Performances as people enter and to start the conference, IIFA announcements, and thanks to all involved
- **June 11th – Markham South Asian Mela, OMNI Host TBA**
A day full of food, games, traditional music and dance
- **June 12th – SMCC Presents Family Fair**
Neighbourhood event with community
- **June 17th – Markham Village Music Festival – The Taste of Markham**
Cultural celebrations, including Bollywood music

Main Events

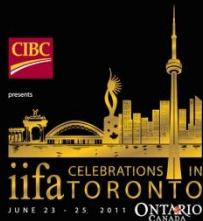
- **June 17th – CIBC Presents Bollywood Under the Stars Movie Nights**
Markham's largest outdoor film screening will exclusively show an IIFA-nominated film
- **June 18th – Markham Bollywood Extravaganza**
Most sensational South Asian festival in Markham. Blockbuster international headliner, diverse South Asian performances, unique fusion pieces, authentic bazaar and entertaining KidZone.



Parking Plan

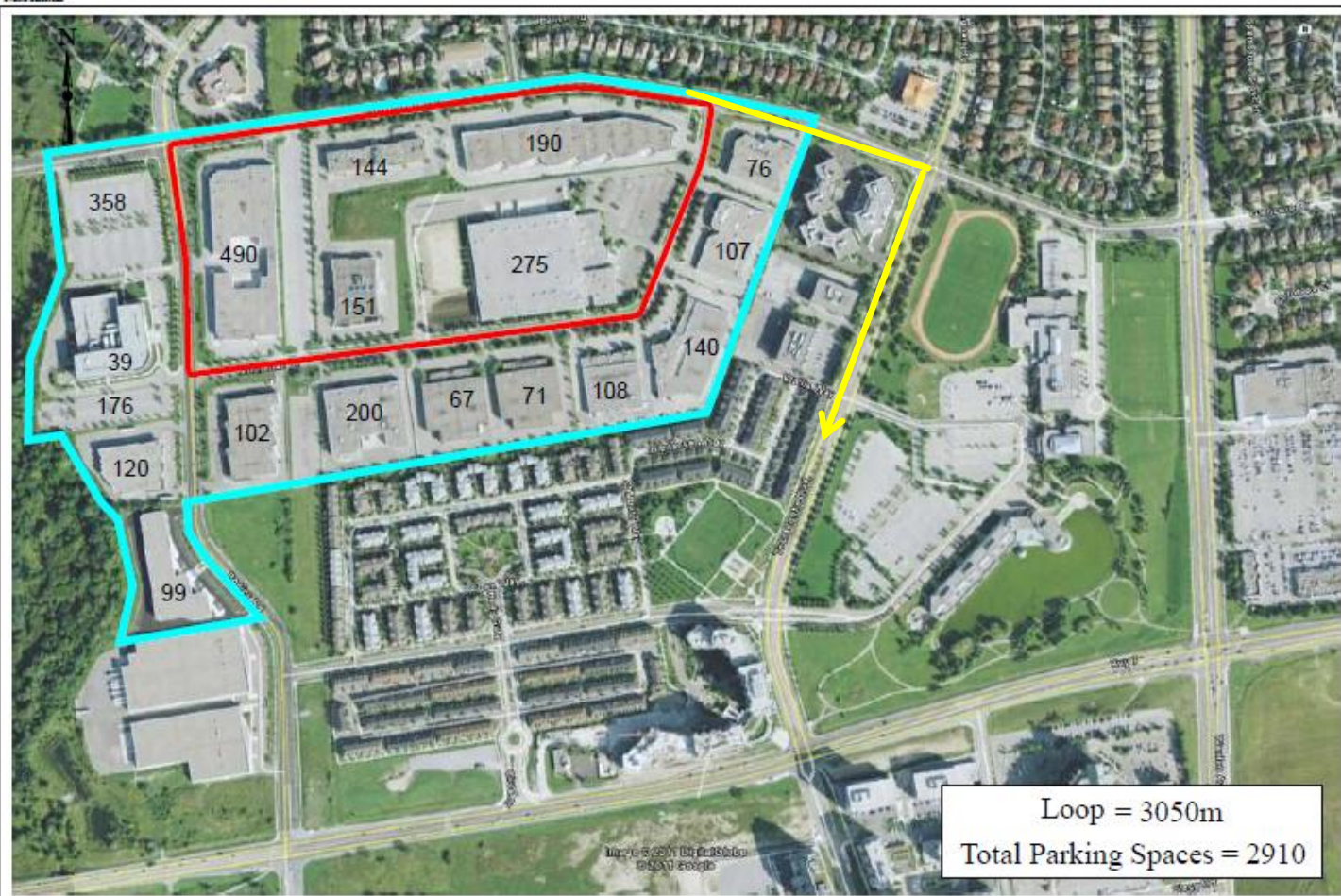
Parking Consultant Contracted

- Parking with shuttle support plan devised
- Over 7,000 designated parking spaces accumulated through the generous support of surrounding businesses



Parking Plan

Markham



Loop = 3050m
Total Parking Spaces = 2910

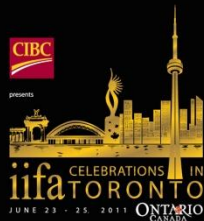


Parking Area



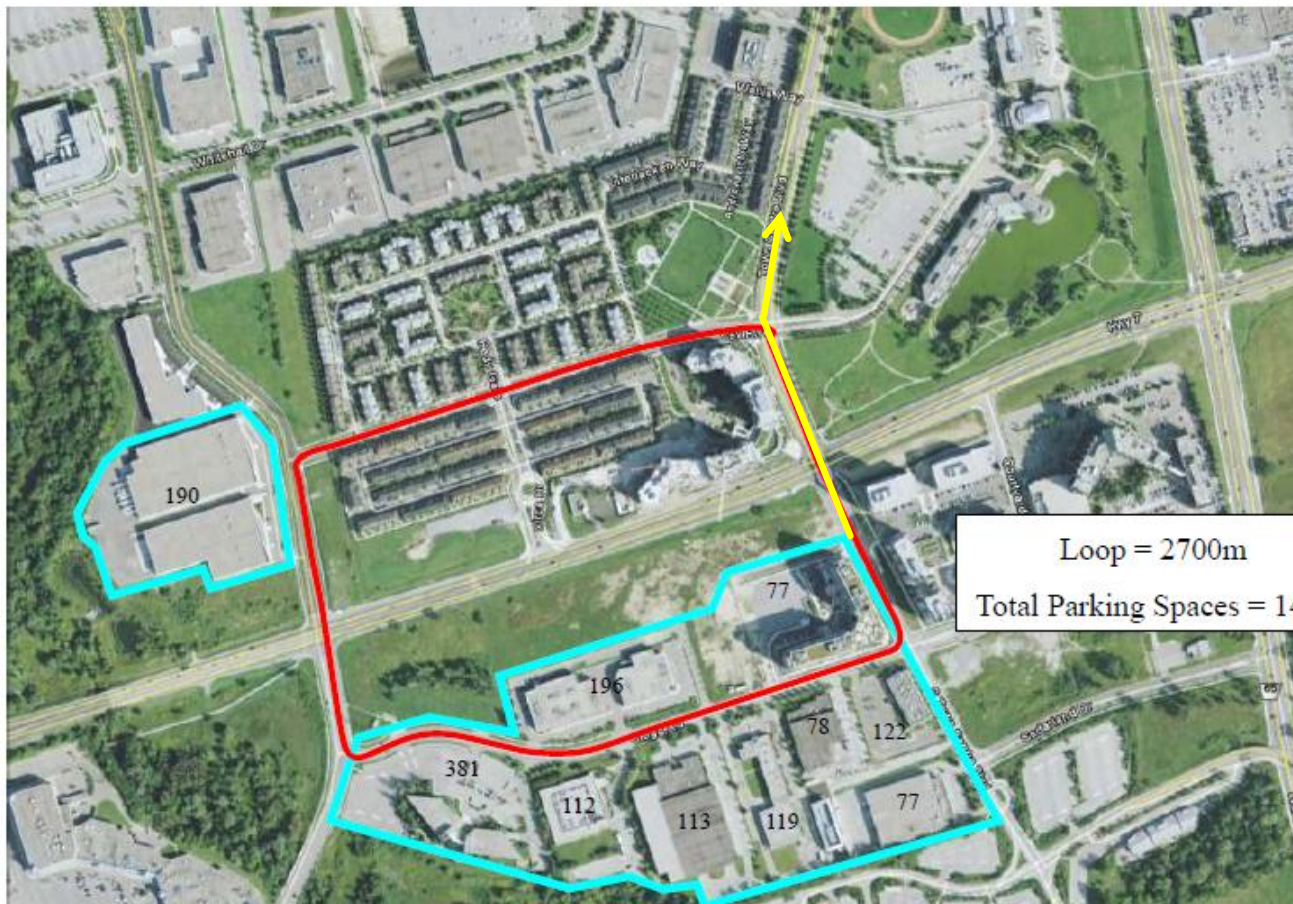
Bus Route

Route A



Parking Plan


Markham



Loop = 2700m
Total Parking Spaces = 1465

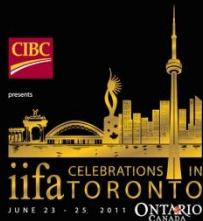
Poulos
Chung

 Parking Area

 Bus Route

Route C

11.208 Base L 08/04/11



Parking Plan

Markham



One Way = 4200m
Total Parking Spaces = 2761



Parking Area

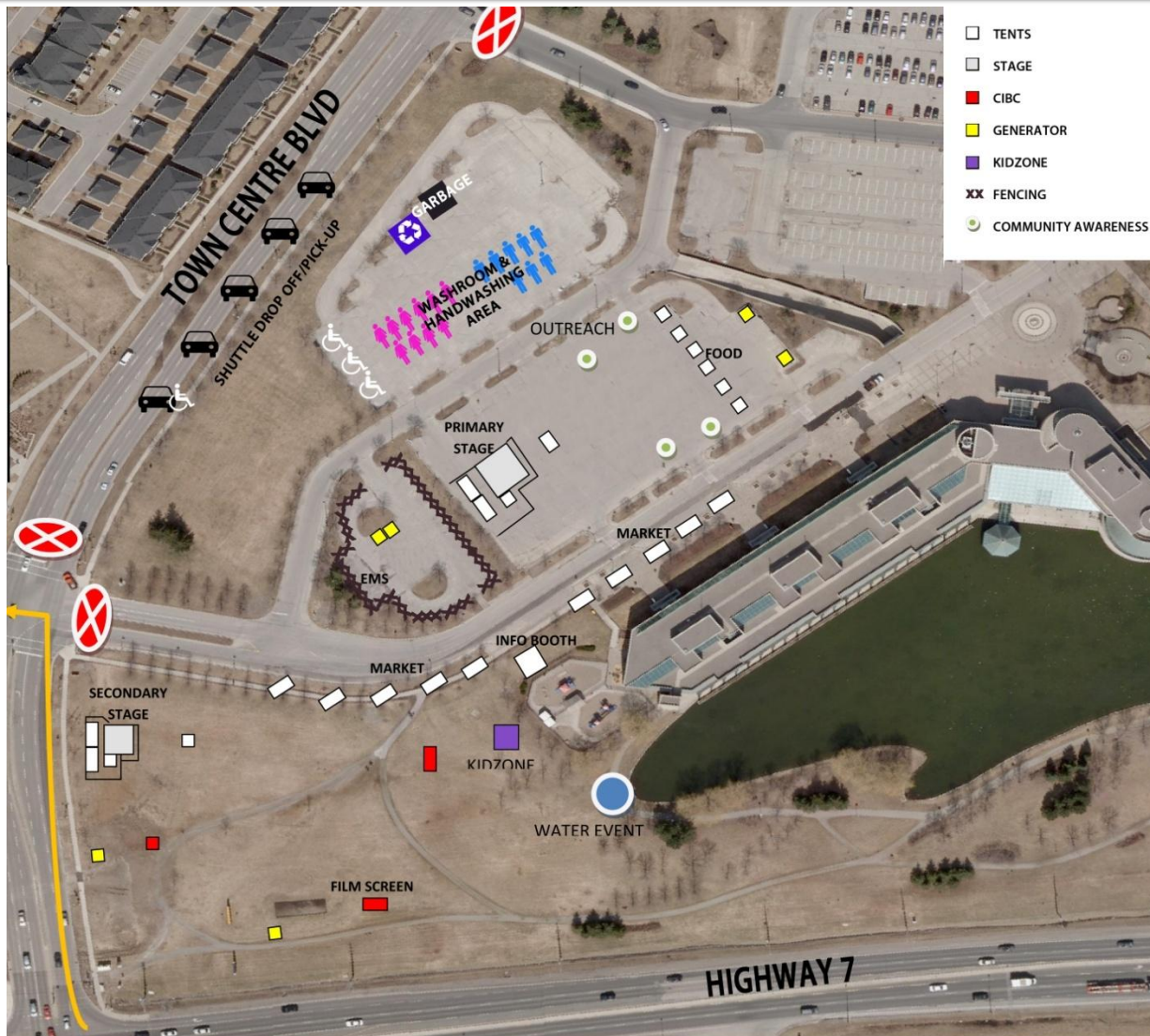


Bus Route

Route D



Site Plan





Markham South Asian Mela

Saturday, June 11th 4:00-8:00 p.m.

Speeches commence at 4:45 p.m.

Featherstone Park

- Projected attendance of 4,000 people
- Neighborhood event with amazing community talent, food and market vendors
- Miss Markham Bollywood Pageant
- Organized by Community Engagement Sub-Committee



CIBC Presents Bollywood Under the Stars

Friday, June 17th 7:00-11:00 p.m.

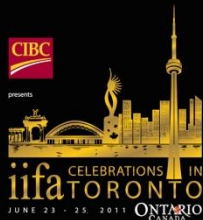
Ceremony commences at 7:45 p.m.

Markham Civic Centre

- Projected attendance of 5,000 people
- Screening Housefull
- Markham's largest outdoor movie screening
- CIBC – raffle draw for June 25th IIFA Awards tickets (2)
- Market and food vendors on site



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Markham Civic Centre
June 17th to June 18th

The Boulevard





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Markham Bollywood Extravaganza

June 18th

The Main Stage





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Markham Bollywood Extravaganza

June 18th

The Community Stage





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Markham Bollywood Extravaganza

Cross Cultural South Asian Programming





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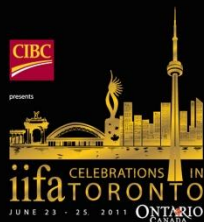
presents

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JUNE 23 - 25, 2011 ONTARIO CANADA

The Look & Feel!



MASALA!
MEHNDI!
MASTI!



Programming to Date

Time	Saturday		
	Mainstage	Community Stage	Across the Site
12:00 PM	Bachcha Party Children's performances		
12:30 PM			Yoga
1:00 PM		S.W. Storm Caribbean Music	
1:30 PM			
2:00 PM	Devis and Divas Female traditional and modern singers		Yoga
2:30 PM		Bhangra DanceTeam	
3:00 PM			
3:30 PM		M!M!M! Seniors Idol Winners 2010	Yoga
4:00 PM	Flamenkathak Fusion Dance		
4:30 PM			
5:00 PM	GhuMMMo: Bollywood DanceShow	Comedy Act	Poets in the Park
5:30 PM			
6:00 PM		Classical Dance	Geetanjali - Dandiya Dhamaka Gujarati Dance
6:30 PM	Bhanging for The Buzz Punjabi Music/Dance		
7:00 PM			
7:30 PM	Tentative VIP Dance Lesson	Swar Sadhna Gujarati Music/Dance Performance	
8:00 PM			
8:30 PM	Headliner Performance		
9:00 PM			
9:30 PM			

The next generation of artists take centre stage

Yoga will continue over the course of the day on the grass

An audience-participatory event featuring Gujarat's biggest cultural export

Dedicated to excite children with arts, crafts, and games





FICCI-IIFA GLOBAL BUSINESS FORUM

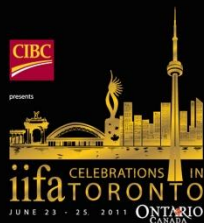
FRIDAY, JUNE 24, 2011



FICCI-IIFA Global Business Forum

Friday, June 24, 2011

Location: Metro Toronto Convention Centre



Budget

Grant from Celebrate Ontario	\$300,000
Vendor Revenue	\$16,000
Sponsorship TBC	



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The Celebration!

