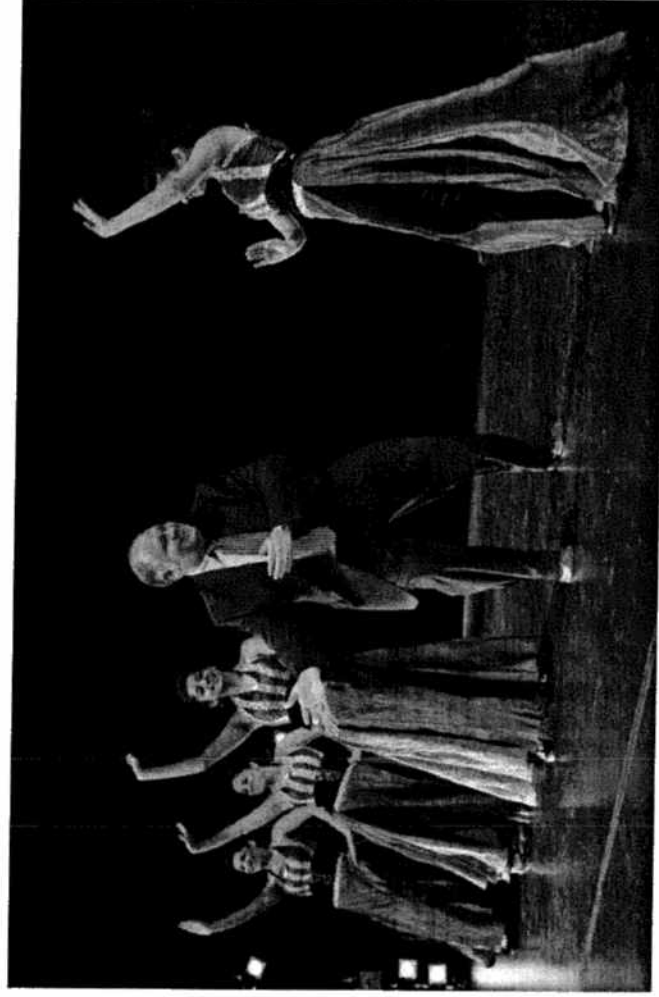
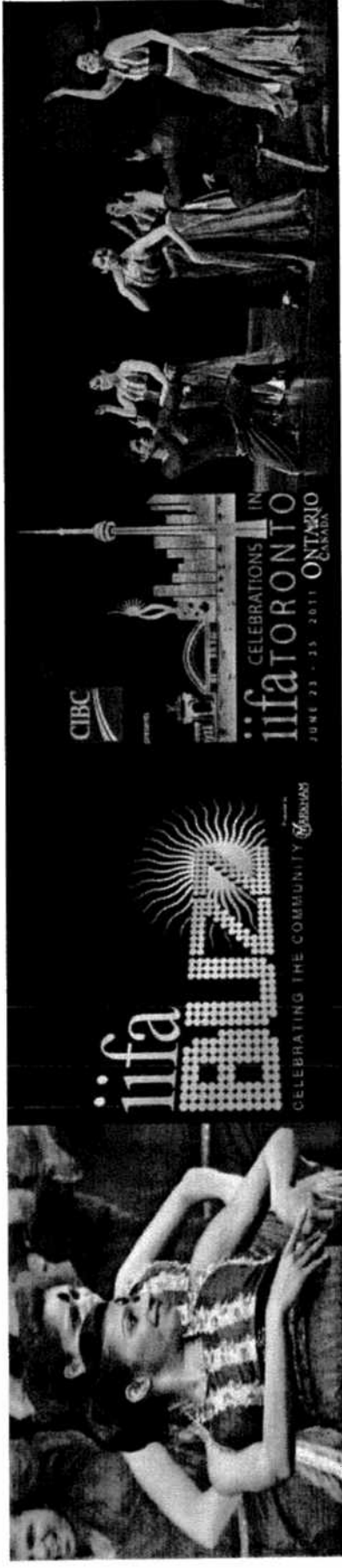




IIFA Buzz Events Update 2011





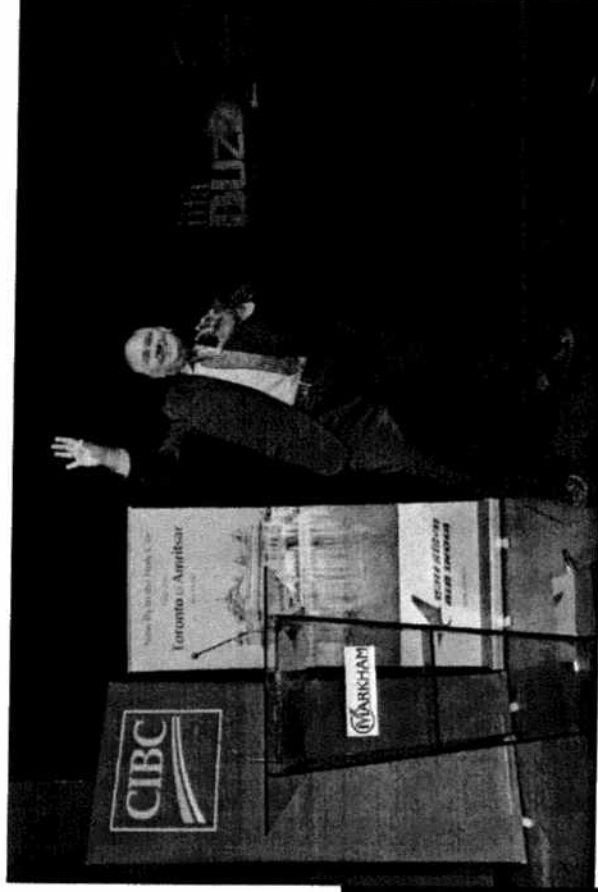
Our Journey Begins

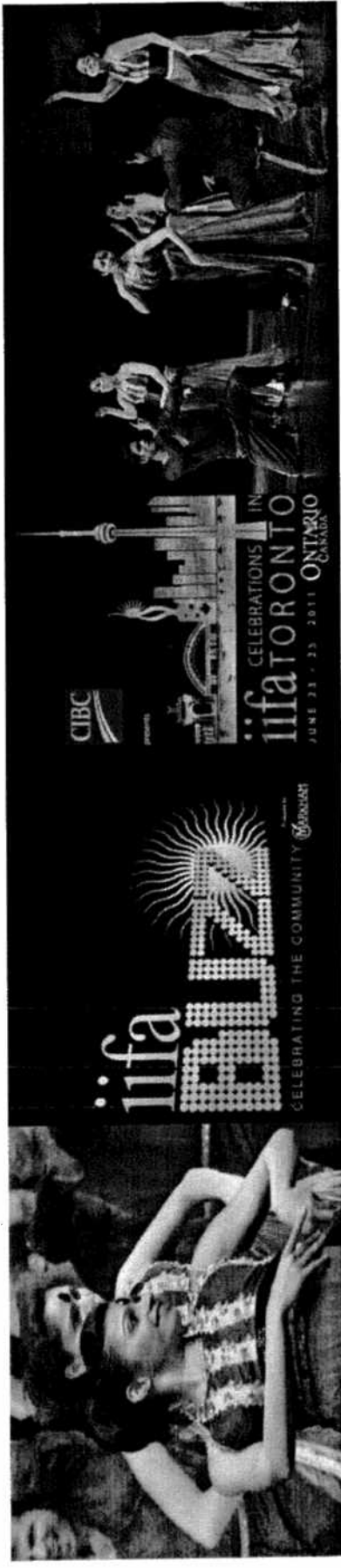
February 2011
Markham received
approval for \$ 300 000
from the new
Blockbuster category -
Celebrate Ontario



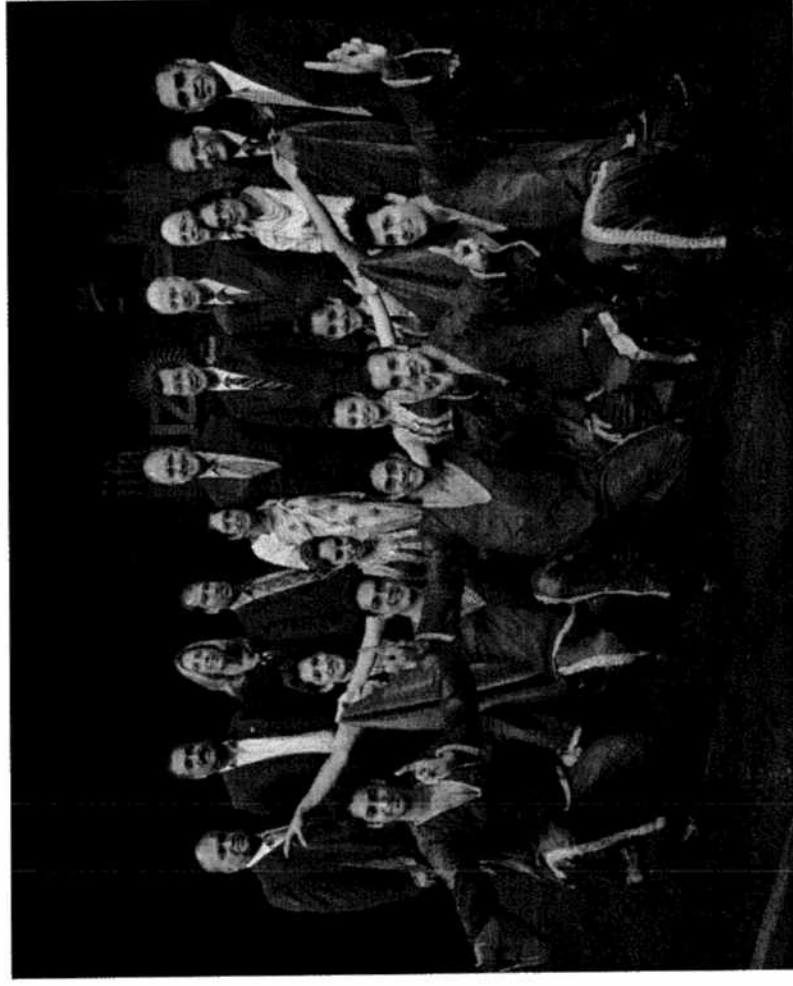


Press Conference



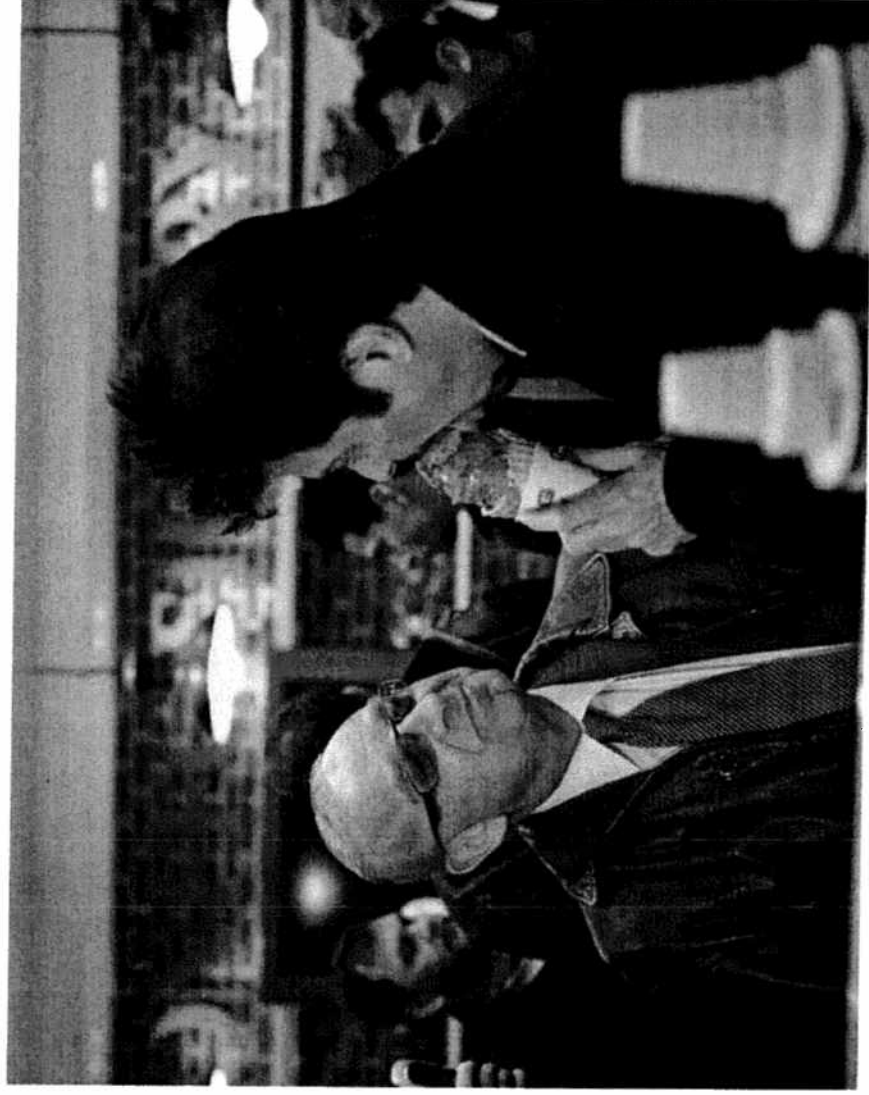


Markham IIFA Buzz Committee





Anil Kapoor Visits Unionville





Prita Chhabra at Press Conference

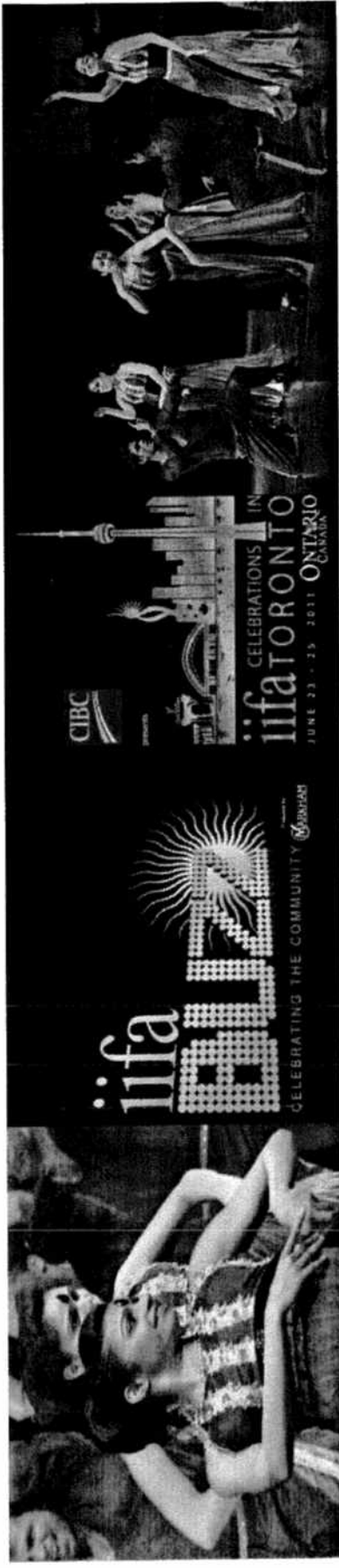




Events

Event	Estimated Participation
Markham Public Library – 5 events	70 people/event Total 350 people
Vedic Cultural Centre	1000 people
Family Fair at Sanatan Mandir Cultural Centre	2000 people
Seneca Drive in Movie	250 people
Unionville Bollywood	500 people
Markham South Asian Mela	3000 people
CIBC Film Night	800 people
Markham Bollywood Extravaganza	5000-10 000 people



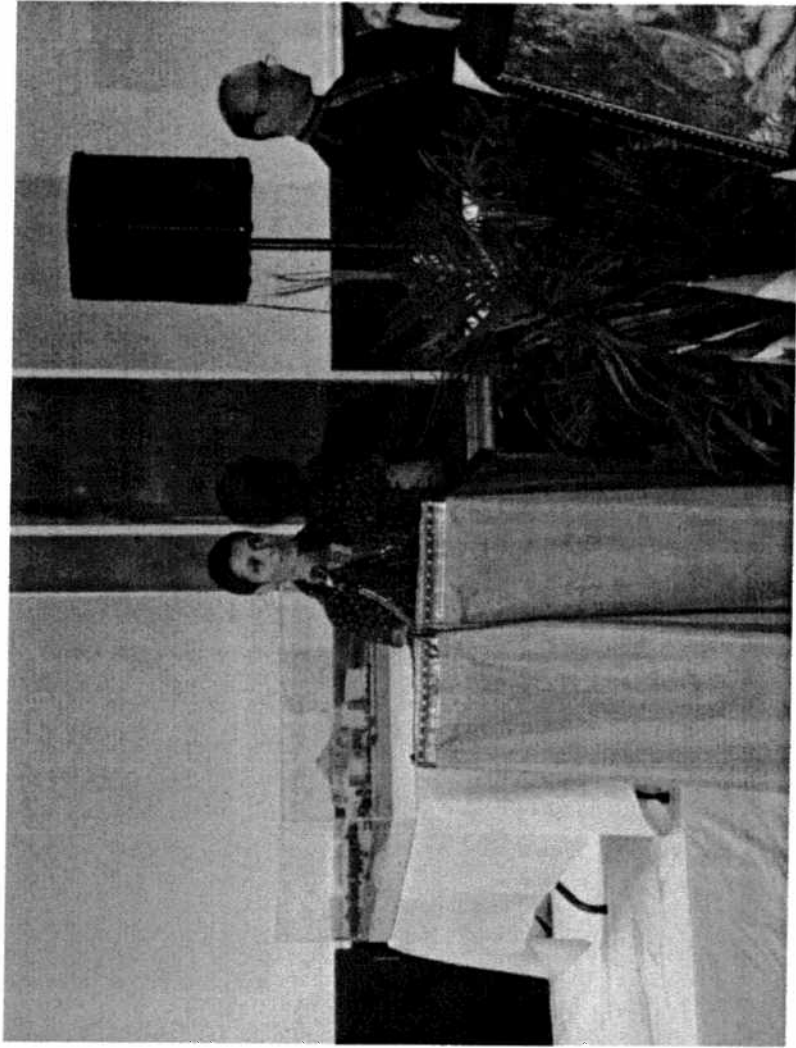


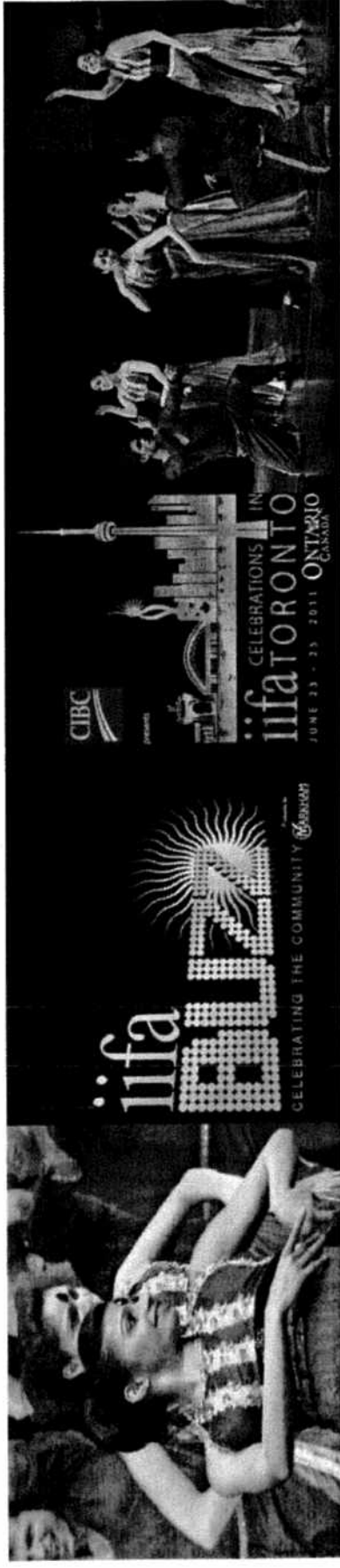
Sanatan Mandir & South Asian Mela



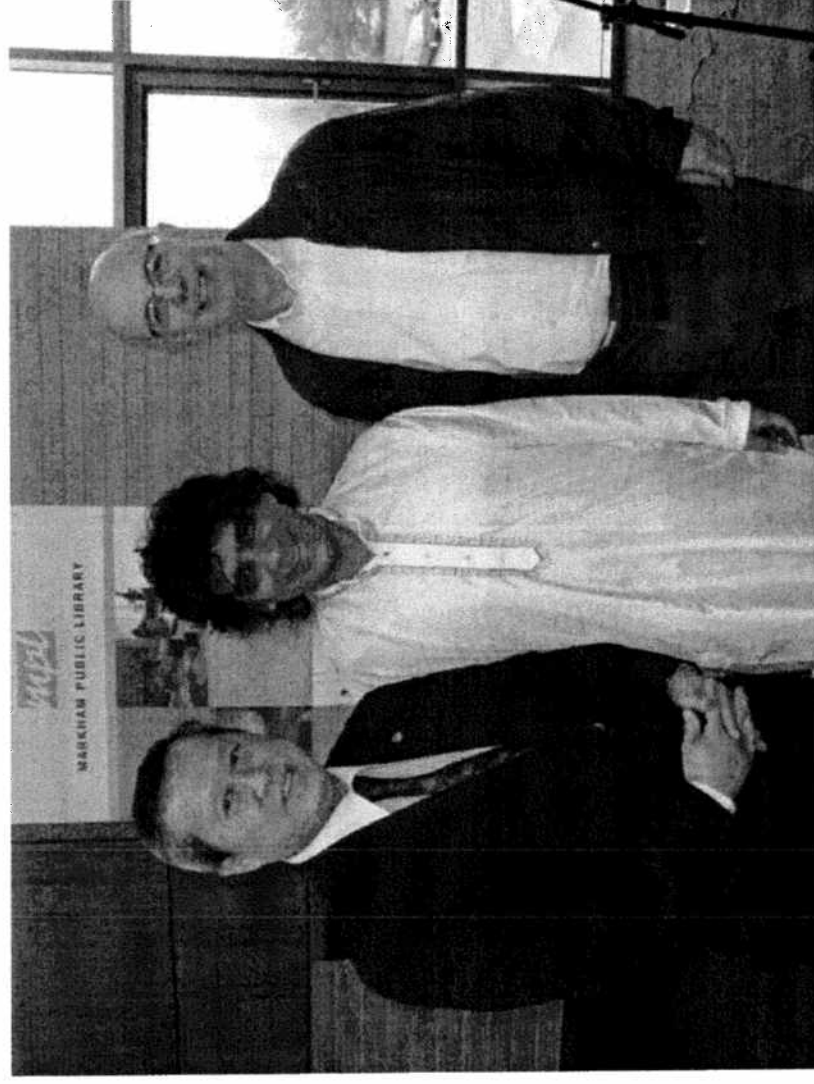


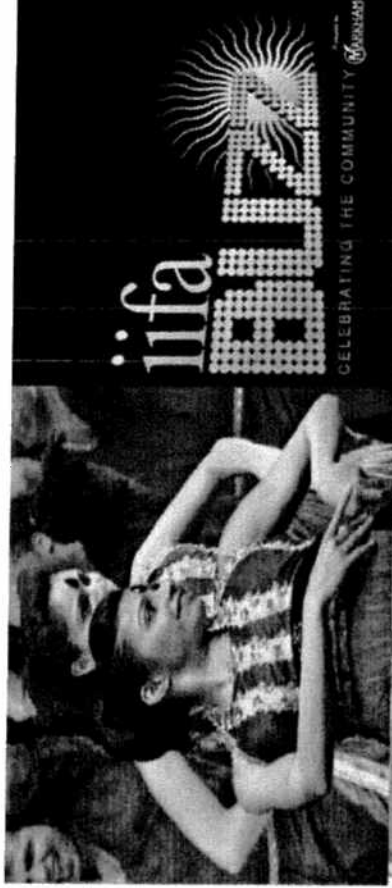
Angie Seth at Vedic Cultural Centre



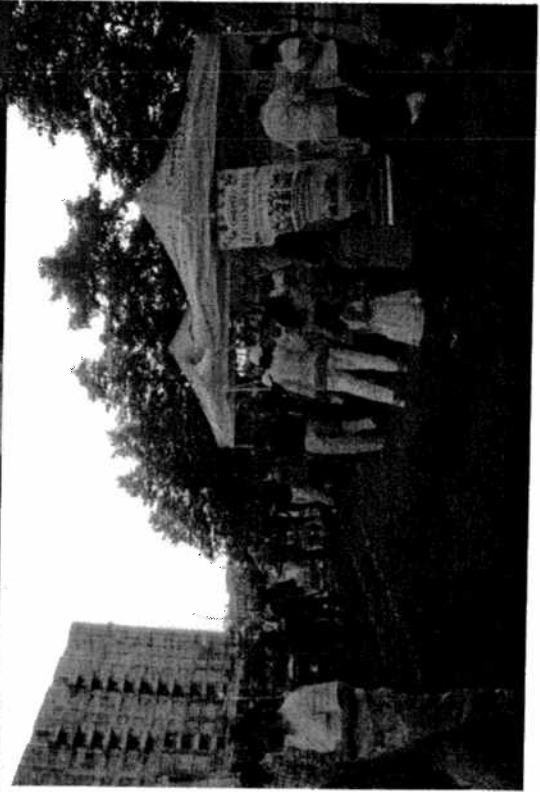
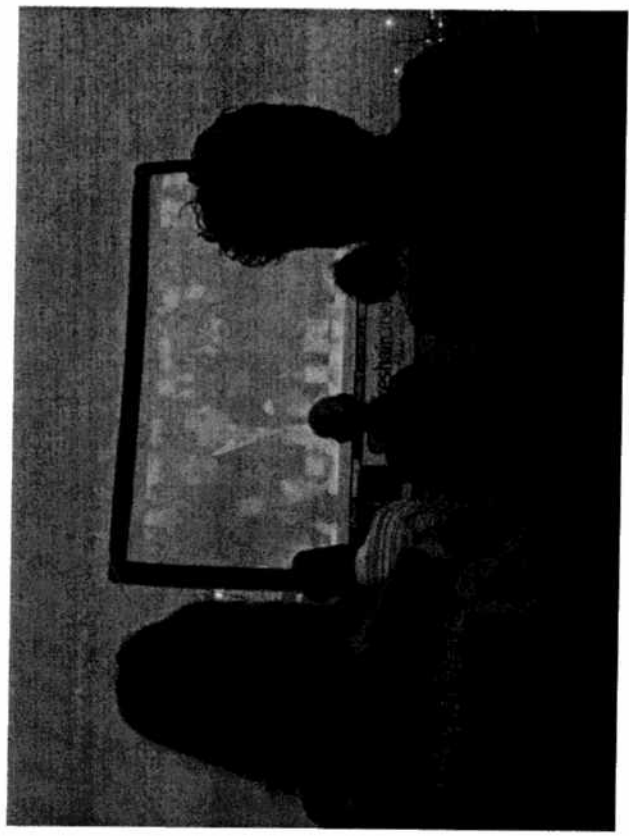


Sitar Demonstration at MPL



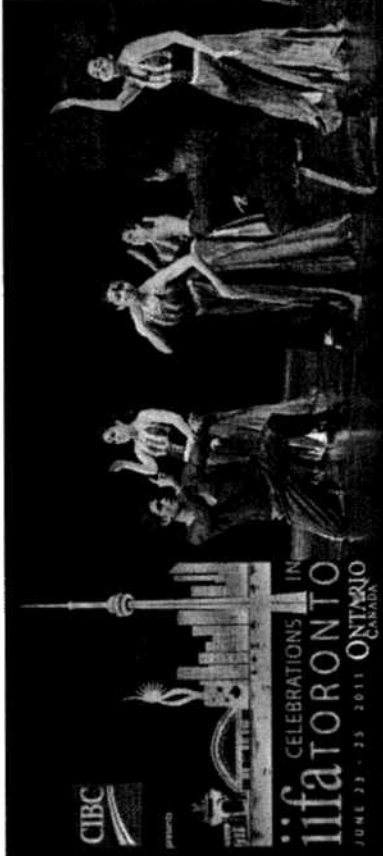


Movie Night

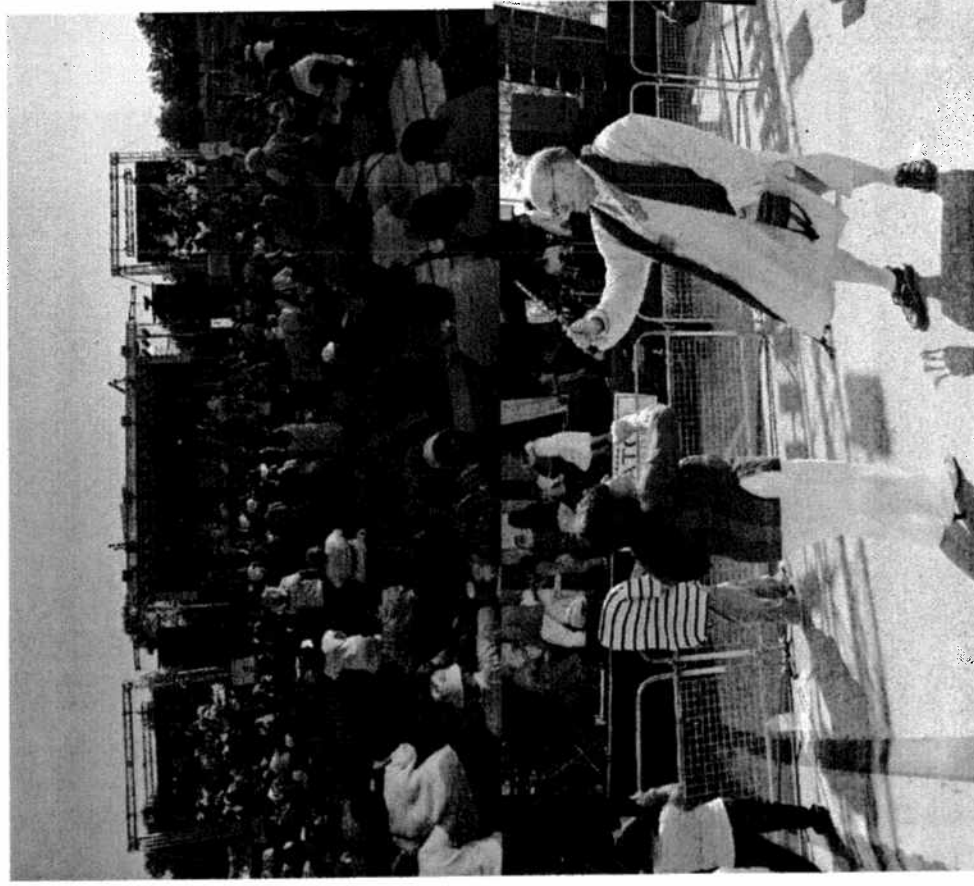




iifa
CELEBRATING THE COMMUNITY

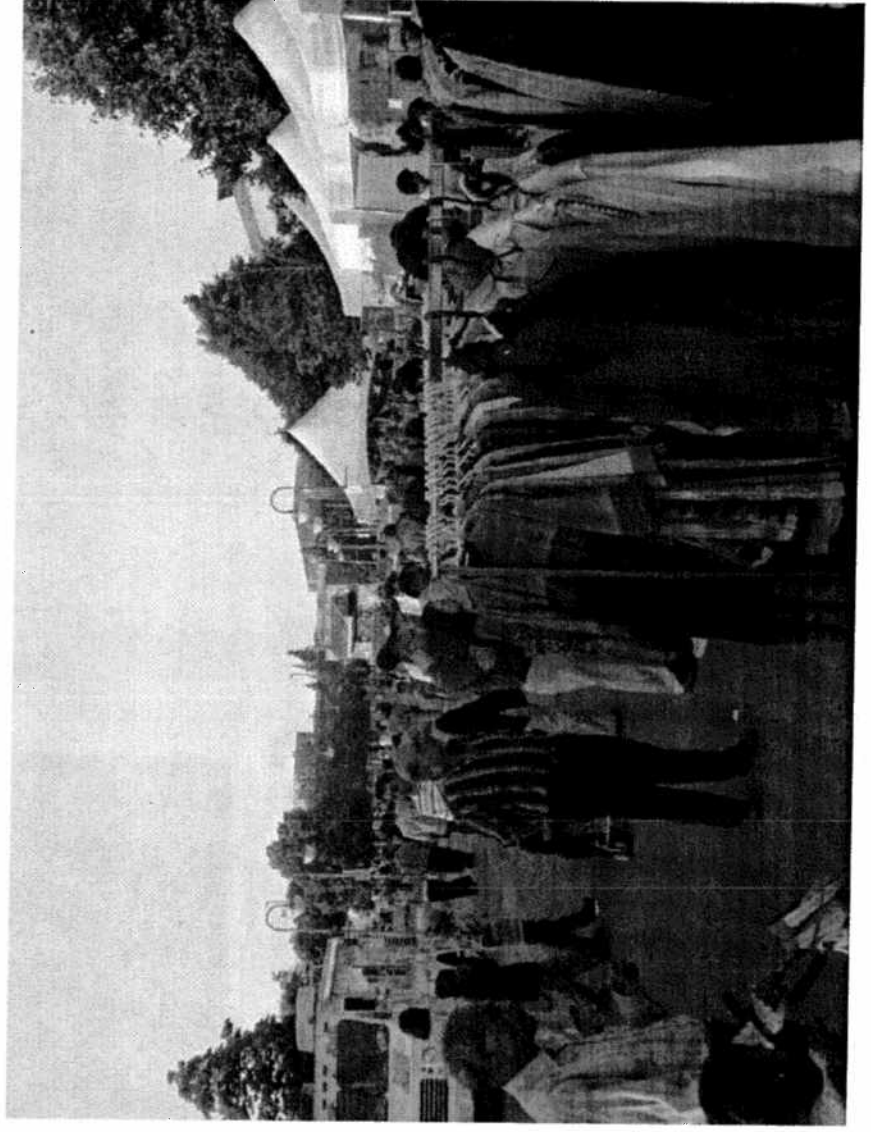


Extravaganza





Extravaganza Market





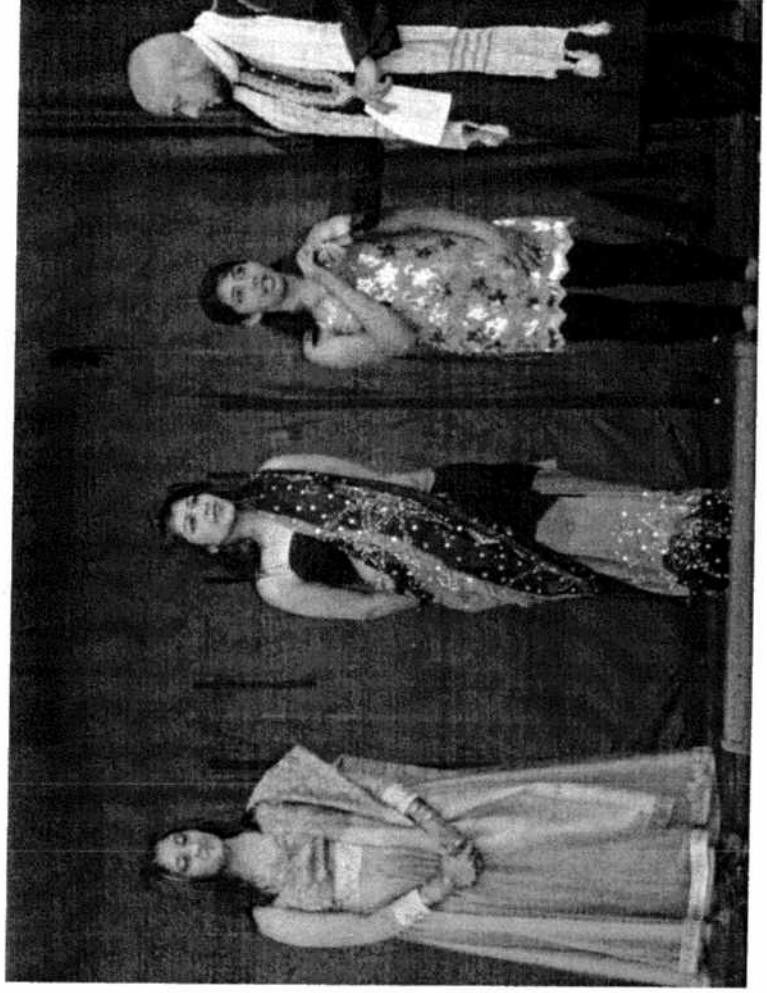
IIFA Legacy

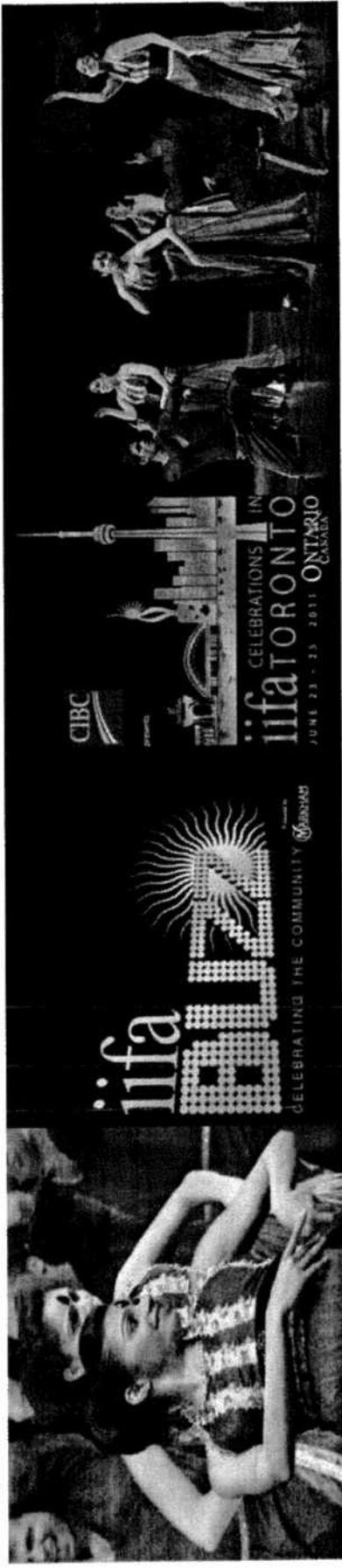


- Community engagement
- Cultural development
- Community interest in annual Events
- New entertainment connections
- Engaging youth with arts & culture
- Business forum connections
- Corporate interest in opportunities
- Volunteer interest
- Stronger relationships with CIBC
- Tourism development enhanced



Invited to Present Awards on IIFA Stage





Abijeet Sawant and Mumbai Drive



Masala!_Mehndi!Masti!_Markham_IIFA_buzz_Jun_2001-11.mp4



Mumbai Drive

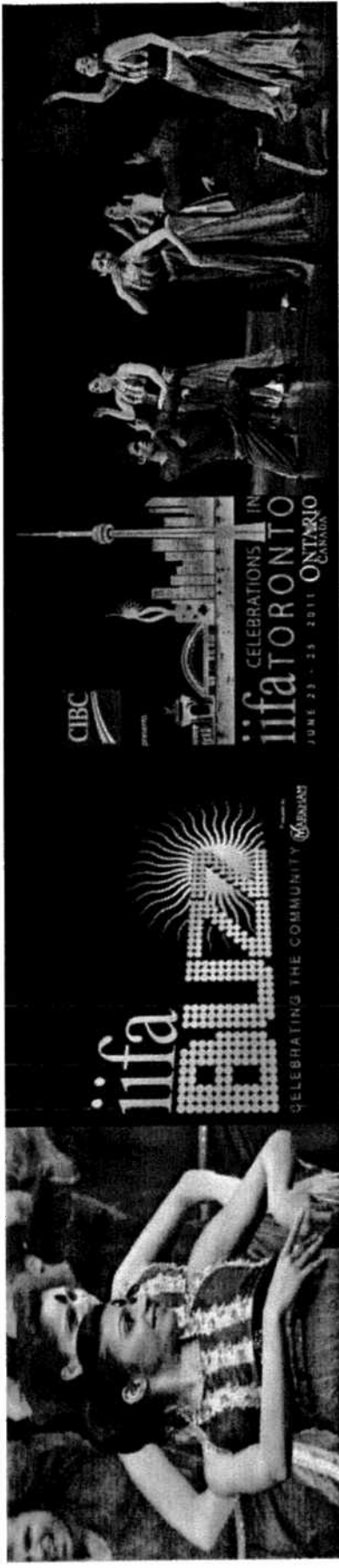
Street in Markham named after Mumbai

MARKHAM, ONT. — A street in Markham, Ontario, has been named after Mumbai, India, in a ceremony held last night. The street, located in the City Centre area, is the first of its kind in the town. The ceremony was held at the Markham Town Hall, where a large group of people, including city officials and community members, gathered to celebrate the occasion. The street is named 'Mumbai Drive' in honor of the city of Mumbai, which is one of the most populous cities in India. The ceremony was organized by the Markham Indian Community Association (MICA) and the Markham City Council. The street is expected to be completed by the end of the year.



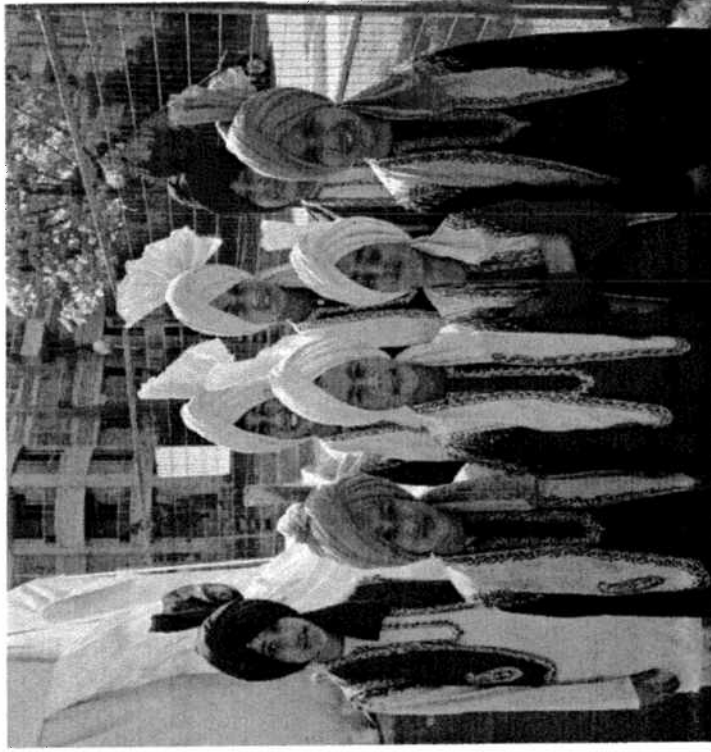
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Lessons Learned

- South Asian community/media is very diverse
- Global community in entertainment is getting smaller
- Strong synergy with CIBC
- Social media builds awareness for events





Volunteers

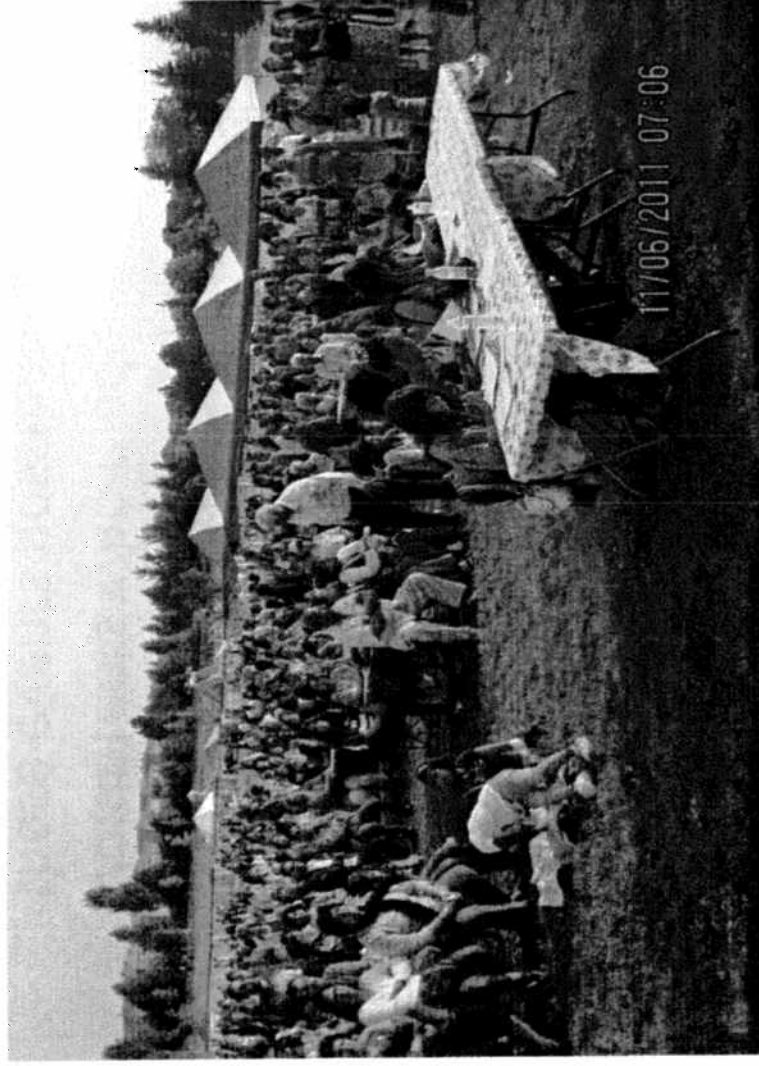
Thank you to the 230
Volunteers who made
these events possible!





Next Steps

- Establish a Council Committee to direct use of net funds





Questions?

