



PRESS RELEASE

March 14, 2010

NOWRUZ Celebration in Beverly Hills

Humanitarian Award Will Be Presented

What: *NOWRUZ Celebration- Iranian American Parents Association (IAPA) presents the 15th Bi-Annual NowRuz Festival - Persian New Year and the arrival of spring.*

Who: **Honorable Sheriff Lee Baca, County of Los Angeles
IAPA 2010 Humanitarian Award Recipient**

Entertainment: **Sattar, Morteza,
Farshid Amin
Djanbazian Dance Company
Shahla Dorriz Couture Exhibition,
Renowned Artist – Nasser Ovissi
Persian Bazaar**

Catering: **Dinner by Bahador & Tea Room by Alina**

When: **SUNDAY, March 14, 2010 @ 5:00 p.m. – 12:30 a.m.**

Where: **The Beverly Hilton, 9876 Wilshire Blvd., Beverly Hills, CA 90210**

Background: *The Iranian American Parents Association presents the 15th Bi-Annual NowRuz Festival, a gala event to celebrate diversity. All proceeds from the event go to *The LA County Foster Home Program* and *The One Life to Live*, mentoring program to save at risk teenagers. The event celebrates the *Persian New Year* and the arrival of spring from **5:00 p.m. to 12:30 a.m., Sunday, March 14, 2010**. The event takes place at the **Beverly Hilton**, which is a co-sponsor. **NowRuz extravaganza highlights include:** the presentation of **Humanitarian Plaque** to distinguished honorees, including *Honorable Sheriff Baca*. The event will also offer music and dancing, traditional **Persian cuisine** and **cultural displays**. **Entertainment** will be provided by Sattar, Morteza, Farshid Amin, Shahla Dorriz *Couture* Exhibition, Nasser Ovissi and Djanbazian Dance Company. **Tickets** and **sponsorship** to the event may be obtained by calling the Iranian American Parents Association @:*

310-358-3337 or online at www.iapabh.org.

[Editors: Please call us for advanced media interviews or to attend 310-877-5557 (cell).