

2013 Parramasala Festival Opens

Minister for Tourism and Major Events, George Souris tonight launched one of Western Sydney's major cultural events, the much anticipated 2013 Parramasala Festival.

Parramasala is a vibrant international festival showcasing the diversity and cultural wealth that Parramatta has on offer.

"The Parramasala Festival is being held across the Labour Weekend, from tonight until next Monday - the dynamic four-day program featuring a multicultural Opening Parade followed by an exciting program of contemporary music, comedy, acrobatic performances, delicious cuisine, hawker market stalls and free outdoor entertainment to tantalise visitors to the festival," Mr Souris said.

The 2013 Parramasala Festival is being presented in two key precincts in Parramatta, at the Riverside Theatre and at Prince Alfred Park.

The closing event for Parramasala – *Temptation Reloaded*, featuring Bollywood superstar, Shahrukh Khan – will be held at Allphones Arena, Sydney Olympic Park on Monday.

"The NSW Government is proud to support the fourth annual Parramasala Festival, a key arts and cultural event on the NSW events calendar, which brings some of the world's best artists to Western Sydney.

"Parramatta is home to the largest population of South Asian communities in Australia and the centre of an extraordinary diversity of cultures across Western Sydney, making it the perfect location for the Festival."

Member for Parramatta, Dr Geoffrey Lee said: "Parramasala celebrates the global impact of South Asian arts and reinforces Australia's important relationship with our key neighbours. Parramasala is a vibrant international contemporary arts festival, which draws together a diversity of cultural backgrounds, ideas and innovative collaborations from today's most celebrated contemporary artists".

For the full 2013 Parramasala program and to purchase tickets or to join the email list to receive regular newsletters and updates, please visit <http://parramasala.com>