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For Immediate Release

New York, NY (March 21, 2017)--The New York Persian Parade Foundation today announced plans for the 14th Annual Persian Parade. The parade, which runs down famed Madison Avenue in Manhattan, will start at 12:00PM on Sunday, April 30th 2017 at 38th Street and end at 26th street, culminating in an afternoon street fair next to Madison Square Park.

The parade will feature celebrations of culture from ancient Persia's large and richly diverse American diaspora. The parade is scheduled to coincide with the time of renewal in the Persian calendar that is the first day of Spring, to bring the community together during the distinctly Persian celebration of Norooz. This holiday, which translates to "New Day" and is the traditional New Year's celebration to millions of Persians across over a dozen nations worldwide, will be the backdrop and theme of several of the parade displays.

The New York Persian Parade is a family-friendly event celebrating the culture, traditions, and contributions Persians of all backgrounds have made to the American community. It is dedicated to all Iranian-Americans, the people of the city of New York, and peoples of Persian descent around the world. In recent years, the New York parade has become the largest local parade in the United States honoring Persian culture.

A crowd of nearly two hundred thousand New Yorkers, Iranian-Americans and visitors from around the world are expected to line



Persian Parade Foundation Inc.

the sides of Madison Avenue in celebration.

The parade procession will feature a large number of Persian and American musical groups, traditional dance ensembles, and both ancient and modern cultural displays. It will contain a diverse lineup of floats, performers, and dignitaries representing the broad background and talents of Persians in the United States, in an unparalleled display of Persian-American pride and creativity.

The festival next to Manhattan's Madison Square Park will include food vendors and music throughout the afternoon.

For more information about the parade and the history of Norooz, visit persianparadenyc.com.

For media inquiries or press credentials for the day of the parade, contact pr@persianparadenyc.com.