



**FOR IMMEDIATE RELEASE
MEDIA ADVISORY
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**HARBOURFRONT CENTRE HOSTS WORLD'S LARGEST IRANIAN FESTIVAL
Opening Ceremony Welcomes Prominent Iranians**

**Festival Dates: Thursday July 21, 2011 to Sunday July 24, 2011
Location: Various venues in Harbourfront Centre, Toronto**

Toronto, July 21, 2011 – The world's largest Iranian festival, **Tirgan**, begins at **Harbourfront Centre on July 21 with an opening ceremony featuring prominent Iranian artists and personalities** from across the world.

Tirgan is the **largest Iranian arts festival in the world**. Last Tirgan drew over **60,000 visitors** and this year Tirgan is expected to attract over **100,000 visitors to Toronto's Harbourfront Centre**. The festival will feature the works of over **120 artists in a variety of free and ticketed performances** including: music, dance, theatre, cinema, literature and visual arts exhibits.

Ms. Anousheh Ansari, the first self-funded woman and the first Iranian to venture into international space will be among the well-known Canadian politicians, prominent community leaders and world-class artists present at the Opening Ceremony of Tirgan.

The festival **showcases the best of Iranian artistic productions from across the world as well as introducing audiences to the works of many emerging young talents**. The programs in Tirgan capture the linguistic and cultural diversity of Iran, offering audiences a taste of both traditional as well as modern approaches to Iranian art and culture.

The festival is a family friendly event guaranteed to entertain visitors with various workshops, children's activities, a food fairs and a bazaar.

While providing world class entertainment, it is one of Tirgan's goals to promote a cross-cultural dialogue between the Iranian community and the global community at large.

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