



FOR IMMEDIATE RELEASE
MEDIA ADVISORY
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TIRGAN RECEIVES \$75,000 FROM ONTARIO GOVERNMENT

Tirgan 2013 has been confirmed as one of the events in part funded by the Celebrate Ontario grant program.

Festival Dates: Thursday July 18, 2013 to Sunday July 21, 2013
Location: Various venues in Harbourfront Centre, Toronto

Toronto, March 21, 2012 – Tirgan Festival is proud to be amongst the events that will receive funding from the Ontario Government as part of the Celebrate Ontario initiative in 2013.

“Government grants play an integral role in Tirgan’s success”, said Nima Ahmadi, Director of Marketing and Sales. *“In 2011 government grants accounted for 3% of Tirgan’s budget. This year with the receipt of the Celebrate Ontario Grant for the amount of \$75,000, we are able to elevate the festival to new levels.”* Tirgan’s budget in the past has been funded by a combination of in-kind and cash contributions from various sources. More information about Tirgan’s sources of funding can be found here: <http://tirgan.ca/festival/about-tirgan>.

About Celebrate Ontario Grant Program:

Celebrate Ontario is an annual grants program that supports tourism by assisting festival and event organizers develop new and improved experiences to attract more tourists and increase visitor spending. Celebrate Ontario has three major funding streams – Main Stage, Signature and Blockbuster.

About Tirgan:

Tirgan is the world’s largest festival celebrating Iranian art and culture and will be returning to the Harbourfront Centre of Toronto, Canada from July 18 – 21, 2013. In 2011, Tirgan attracted over 120,000 visitors and more than 150,000 individuals are expected to visit Tirgan this year. Tirgan will offer a selection of over 70 features showcasing renowned performers in an array of artistic disciplines including: music, dance, theatre, cinema, literature and the visual arts in addition to workshops, organized activities, galleries, delicious food, and a traditional bazaar, all of which will capture the heart and imagination of both young and old alike. To find out more about Tirgan, please visit www.tirgan.ca

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