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FOR IMMEDIATE RELEASE

Thousands Celebrate 15th Annual Pistahan Parade and Festival

SAN FRANCISCO (Aug 15, 2008) – The largest parade and festival of Filipino Americans in northern California celebrated its 15th anniversary, featuring Filipino American cultural exhibits and pavilions showcasing heritage, health, dance, music, arts, and cuisine, and a parade on Aug. 9 and 10 drawing over 40,000 people.

Hundreds lined Market St. on Saturday to see beautiful themed floats, dance troupes, and this year's Grand Marshals – Broadway actors Adam Jacobs and Kelly Kohnert Jacobs, and Disney's High School Musical actress Arielle Jacobs.

"This yearly festival has become the venue for Filipino Americans to connect with each other, for the youth to discover something new about Philippine history and heritage, and for everyone to celebrate our diversity, our accomplishments and shared experience," said Al Perez, president of the Filipino American Arts Exposition, which organizes the event. "This gathering also allows the community to see how large we are and that we have power in numbers.

Dan and Sunny Dykwel, both realtors and active members of the community, served as the Hermano and Hermana Mayor, the ceremonial hosts of the festival.

"The Pistahan Parade and Festival is a fun and exciting celebration of Filipino American culture," said U.S. Bank branch manager Cesario "JR" Calanoc.

Festivities included live performances by Anthony Castelo, Stephanie Reese, Charmaine Clamor, DJ Rocky Rock, PAC Modern, Aris Garcia, Tracy Sarmiento, Lumaya, Hiyas Cultural Dance Troupe, Likha Pilipino Folk Ensemble, Parangal Dance Company, and more.

A crowd pleaser was this year's new attraction, the San Francisco Filipino American Jazz Festival.

"Wells Fargo is proud to support the annual Pistahan Parade and Festival," said Maggie Mui, Wells Fargo's San Francisco Bay Area Region director of specialized solutions. "Wells Fargo team members look forward to this festive event that brings the community together to celebrate Filipino culture."

Raffy Lopez of ABS-CBN Global said ABS-CBN was proud to support efforts and programs and events like the Pistahan which help 2nd and 3rd generation Filipino Americans feel closer to their culture.

Filipino American Arts Exposition presents 15th Annual Pistahan Parade and Festival
965 Mission Street, Suite 518, San Francisco, CA 94103



“We applaud the efforts of the festival organizers and support their continued vision of bringing a taste of the Philippines to the Bay Area,” said Christie James Assistant Promotions Director for WILD 94.9.

“The Pistahan Parade and Festival gives Southwest Airlines the opportunity to connect with the Filipino American community in the Bay Area and thank our customers for flying Southwest Airlines,” said Shirley Manan, Marketing Manager for SFO and RNO Southwest Airlines. “Our partnership with the Filipino American Arts Exposition over the past few years has been a wonderful one, and we look forward to another successful year”

The Pistahan Parade and Festival was founded in 1994 and has been consistently held in the oval gardens of the Yerba Buena Center. The Filipino American Arts Exposition, an all-volunteer nonprofit organization that contributes to the artistic and cultural pride of the Filipino community, organizes the annual event. Event sponsors include MJM Management Group, AsianWeek, ABS-CBN Global, Yerba Buena Gardens Festival, Wild 94.9, Grants for the Arts, Mama Sitas, Lola Sitas, Pinoy Today, SouthWest Airlines, Spintronix, US Bank, and Wells Fargo.

About the 15th Annual Pistahan Parade and Festival

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