



PRESS RELEASE

Date: AUGUST 24, 2011

FESTA ITALIANA “A TASTE OF ITALY IN DOWNTOWN LONDON” FREE FESTIVAL presented once again by **SOUTHSIDE GROUP** is a THREE-DAY CELEBRATION of ITALIAN CULTURE happening AUGUST 26, 27, 28, 2011 at the COVENT GARDEN MARKET, 130 KING ST. DOWNTOWN LONDON, ONTARIO, 12 am to 12 pm.

Each evening, festival-goers are invited to dance “in the piazza under the stars” with **ORCHESTRA ITALIANA LONDON (O.I.L.)**. Featuring live performances by many local and International artists, Headliners include: **Tenor Charles Di Raimondo, Soprano Victoria Gydiv, and Rock Pop Artist, Laura Palumbo and Evita Cervoni Trembley.** **TD Bank Group Youth ~ Opera Singers Competition** on Friday August 26, at 7 pm. **This weekend promises to be a weekend to end the summer with memories of “la dolce vita” without the cost! And also, this year we celebrate with the Italian diaspora, the 150th Anniversary of the Unification of Italy.**

Visitors can enjoy traditional Italian pastries and drinks, such as cannoli, cartucci, gelato, and cappuccino. Pizzeremo's Wood-burning Oven Pizza is coming expressly for this event from Windsor, Ontario, Cuisines from the Marconi Club of London, Hot Italian Sandwich and Perfect Plate Catering, as well as The Adesso Café' with aromatic coffees will bring Italy to London! Expect also Murano Glass Jeweler and vendor from the US. Many sponsors make this festival.

Presented by **SOUTHSIDE GROUP**, and supported by, **FIAT OF LONDON, LABATT BLUE, UNICO FOODS, TD BANK GROUP, TRICAR GROUP, DAVID J. ELLIOT & ASSOCIATES INSURANCE, COVENT GARDEN MARKET, DOWNTOWN LONDON!**

Many Contests and Activities, starting at 11 AM to late evening. Fun for children and families: Italian children's stories told by London Public Library. London, Children's Museum / Libro Financial Services Craft Area, Children's Italian Cooking Classes (Sat/Sun AM). New this year – the Silvio Berlusconi and Sofia Loren Look A-Like Contests as well as others. Pasta Making Demos and Cooking Shows, and Participation from Italian Studies, Saturday Lecture at 2:30pm by Prof. Luca Pocci, UWO. LIGHTENTERTAINMENT Fire Spinners, Mr. Eman and Lupi, Magicians, MC's include Sam D'Oría of CHRW, Fantasia Musicale Italiana, MC Roger Caranci. The Covent Garden Market's Farmer's Market will join the festivities Saturday morning with an Italian welcome.

Festa Italiana London is a fund-raising event organized by the Italian Seniors' Project, a charitable organization, providing affordable accommodations to Italian seniors and friends. 52 Units available in December 2011, at 1109 Hamilton Road: **RESIDENZA ITALIA.**

For additional: www.festaitaliana.ca or Contact: Angela Greco Wilson, Event Coordinator 519.963.0963 or festaitaliana@rogers.com italianseniorsproject@rogers.com