

## NEWS RELEASE

Issued on behalf of: Cancer Research Wales

Date: August 16, 2006

### **ALL SINGING, ALL DANCING ASIAN LIFESTYLE FESTIVAL**

A BLAST of exotic colour, music and dance is set to hit the capital this weekend, when a national Asian lifestyle festival comes to Cardiff for the first time.

The Cardiff Mela -meaning ‘come together’ in Sanskrit- aims to celebrate multiculturalism in Wales with a festival of Asian culture, music, food and fashion, at County Hall in Cardiff Bay.

Taking place on Sunday from 11am, visitors to the festival will have the chance to sample traditional Asian food, as well as beauty treatments like Indian head massage and henna.

Fans of Bollywood movies can try their hand at traditional dancing at the Bollywood dance workshops, as well as visiting the bazaar, where stall holders will be exhibiting Asian fashion, jewelry and design, alongside a deli full of exotic food.

The Cardiff Mela will also play host to numerous live acts – varying from Asian-urban dance acts to hip hop and R&B throughout the day.

Presenters from the Asian TV network Zee TV will host the show from 1pm-5pm, and then hand over to the evening show featuring the internationally acclaimed Bahangra musician Malkrit Singh.

Visitors can also support the Cardiff-based charity Cancer Research Wales by buying a raffle ticket for the chance to win a brand new Suzuki Swift – donated to the charity by Mujibs restaurant and James and Jenkins garages.

Shaz Haris, event organiser at the Cardiff Mela Festival, said: “The Cardiff Mela is a great opportunity for people of every background to come together and celebrate the best parts of Asian lifestyle.”

.../2

“We’re expecting thousands of people to come and enjoy everything the festival has to offer.”

Entry to the Cardiff Mela is free.

-Ends-

### **Notes For Editors:**

- Cancer Research Wales was formed by a board of trustees in 1966.
- Cancer Research Wales has its headquarters at Velindre Hospital in Whitchurch, Cardiff.
- Cancer Research Wales is a separate charity from Velindre Hospital and Cancer Research UK.
- All money raised by Cancer Research Wales is spent in Wales
- The money also funds vital research projects, doctors and scientists in Welsh hospitals
- Cancer Research Wales also funds the only dedicated cancer library in Wales, at Velindre Hospital
- The charity’s patrons include Nigel Walker and Huw Edwards
- The research team is headed by Professor Malcolm Mason
- Over £3 million has been raised by the charity in the last few years alone.

For further information on this pres release, please contact Sarah Kilcoyne at Effective Communication on 02920 660119 or email [skilcoyne@effcom.co.uk](mailto:skilcoyne@effcom.co.uk)