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 한국문화원 Korean Cultural Center Los Angeles	<b>Press Release</b>		
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Join us on 10/3 for a virtual art festival in celebration of the most traditional Asian holiday, Moon Festival

## **Under the Same Moon Multicultural Art Festival**

Premiere on YouTube, Vimeo, and Bilibili | Saturday, Oct 3, 6:30pm



- ▶ Event : Under the Same Moon: Multicultural Art Festival
- ▶ Premiere: Saturday, October 3, 2020, 6:30p.m.(PDT)
- ▶ Platform: Premiere on YouTube, Vimeo, and Bilibili at SINOUSART
- ▶ Presenters : Korean Cultural Center LA, Sino US Performing Arts Organization, Storrier Stearns Japanese Garden
- ▶ For more Info: hannah@kccla.org or 323-936-3015 Hannah Cho

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**The Korean Cultural Center, Los Angeles (Wijin Park, Director)** as a co-present partner in cooperation with **Sino US Performing Arts Organization (SINOUS)** and

the Storrier Stearns Japanese Garden (Garden) will present a special virtual Festival, **Under the Same Moon: Multicultural Art Festival** on Saturday, October 3, 2020. It's premiering on the **Sino US Performing Arts Organization (SINOUS)** YouTube, Vimeo, and Bilibili channel (search "sinousarts" and watch on our video channels for free).

Similar to Thanksgiving with the theme of harvest and reunion, Moon Festival has enjoyed a long tradition and wide popularity among the Asian communities and beyond. This virtual event will connect the multicultural communities as we embrace unity, festivity, creativity, and diversity.

The show will present a wide range of amazing performances of Korean, Chinese, Japanese, Hawaiian, and American styles and genres, with exciting fusions of East and West, now and then, performed and recorded by artists mostly from home. It will also send greetings from art professionals and community friends, as we share warmth and hope during this uncertain time.

**Event: Under the Same Moon: Multicultural Art Festival**

**Theme: Unity, Festivity, Creativity, and Diversity**

**Premiere: Saturday, October 3, 2020, 6:30 p.m. (PDT)**

**Format: Pre-recorded show hosted by MC**

**Platform: YouTube, Vimeo, Bilibili**

**Search keyword "sinousarts" for SINOUS' video channel**

**Free and open to the public; viewable during and after the premiere**

This event is also supported by the following community partners: Bowers

Museum, USC Pacific Asia Museum, Chinese American Museum, Arcadia Public Library, Alhambra Civic Center Library, South Pasadena Chinese-American Club, and Nebraska Chinese Association Chinese School.

FOR IMMEDIATE RELEASE!

### **About KCCLA**

Korean Cultural Center Los Angeles endeavors to broaden Korea-U.S. relations through performances, cultural events and educational programs. KCCLA provides visitors an immersive experience of Korean culture, promotes cultural exchanges in Southern California, and continues to take initiative in globalizing the excellence of Korean culture.

### **About SINOUS**

Founded in 2012, Sino US Performing Arts Organization (SINOUS) is a 501 (C)(3) non-profit organization dedicated to connecting people through art education and creative collaborations. It has served a diverse audience through performances, cultural events and educational programs, in partnership with academic, cultural and community organizations.

### **About Garden**

The Storrier Stearns Japanese Garden is considered by many to be a masterwork and it demonstrates the adaptability of Japanese culture in modern America. It attracts visitors of diverse cultures to enjoy the serenity and natural beauty of the garden, and to participate in its numerous cultural events and educational programs throughout the year.

KCCLA hopes everyone stays safe at home until we resume our normal programming. All the performance videos of the Korean Cultural Center, Los Angeles can be viewed through the social media link below.

► KCCLA's Social Media:

- Homepage : <http://www.kccla.org>
- Youtube : <https://www.youtube.com/user/VideoKCCLA>
- Facebook : <https://www.facebook.com/KCCLA/>
- Instagram : <https://www.instagram.com/kccla/>

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