

## Diwali At Times Square

Diwali, the Festival of Lights, is the most significant festival for Asian Indians in the world. For the first time ever, Diwali will be celebrated at Times Square on 22 September 2013. It will be a full day of fun, food and festivities that has activities for all ages.

This landmark event showcases the rich culture, heritage and diversity of India in the historic, world-famous Times Square. In the afternoon there will be a Cultural Festival which includes a wide variety of Indian food, dance classes, Diya/Rangoli painting, Indian arts and crafts, a fashion show, photo booths with ethnic outfits, celebrity Autograph/Photo Booth and a lot more.

In the evening, the excitement continues with Light Up Times Square, a concert showcasing performances by some of the biggest names in the entertainment industry. The concert will also display an orchestrated laser light show and fireworks on big screens, creating a unique visual experience.

ASB Communications is organizing and managing this event, Neeta Bhasin, the President and CEO of ASB Communications, said "We want to show the world how rich Indian culture and her-

itage is and how diversified India is. We couldn't think of a better place than the center of the Universe - Times Square."

Riwo Norbhu, Regional Manager-Americas for Air India, the official airline of India, said, "Air India is very pleased to be a part

of this historic event. As India's flying ambassador in the U.S. for over 50 years, Air India has been guided by a consistent vision -- to promote everything that is best about India to the world. Diwali at Times Square is a perfect event to fulfill this vision."

ASB Communications is a full-service international multicultural advertising and marketing organization. ASB provides integrated marketing solutions to companies look-

ing to target the ethnic market, including the Asian, South Asian, Middle Eastern, Eastern European and African markets in USA, UK and Canada. Since its inception in 1997, ASB has nurtured deep roots in the ethnic communities in North America. The company has taken part in over 3,000 events on behalf of its clients.

For more Information about Diwali at Times Square please visit: <http://www.diwal-itimesquare.com>



## MoneyGram to distribute food for Iftar to celebrate Ramadan

MoneyGram Iftar Food Trucks scheduled to hit New York, New Jersey and Chicago to serve free Iftar to the community.

As a global money transfer provider that helps people financially connect with family and friends around the world, MoneyGram is embracing the culture of its customers during the time of Ramadan and Eid. MoneyGram recently launched a global Ramadan and Eid media campaign across the U.S. and Canada along with the Iftar Food Trucks that will be making their way from Chicago to New York starting July 26.

"This is an important time of the year to send money for our Muslim customers and we want to make sure MoneyGram makes it easy for them with our fast, efficient service

and competitive exchange rates," said Zainab Ali, Senior Marketing Manager.

Visit [moneygram.com/iftartruck](http://moneygram.com/iftartruck) for more details about the Iftar truck and join for Iftar for New York or Chicago residents.



During the last two weekends in Ramadan, MoneyGram branded food trucks will give out free Iftar to the Muslim community in Chicago, Illinois; and Brooklyn, Jackson Heights, Harlem, and other parts of New York City in New York and Jersey City, New Jersey.

First 500 people will get a free Iftar courtesy of MoneyGram as a sign of their respect and commitment to the Muslim community and to share in the spirit of giving that is very significant in this month of fasting.

## New York Kali Mandir Celebrates First Rath Yatra



New York Kali Mandir in Baldwin, New York, celebrated their first Ratha Yatra on July 14 with a procession (nagar sankirtan) from the temple premises through the surrounding locality. The procession was filled with music, singing kirtans, dancing and waving. Seen in the photo are members of the temple committee who organized the celebrations.

Are you looking for authentic Indian food reviewed by our writers? Looking for an Indian caterer or banquet hall nearby? Want money saving coupons from participating restaurants in New York and New Jersey?

Download Desi Dine Out app to search for best places to eat, drink and chill.

Available on the  
App Store

ANDROID APP ON  
Google play

DESI DINE OUT

If you are a store or restaurant owner and are interested to keep  
**NEWS INDIA TIMES**  
or **GUJARAT TIMES**  
in your premises.

Call us at: 212-675-7515 ext. 102

or write to us at: [subscription@newsindia-times.com](mailto:subscription@newsindia-times.com)