

FOR IMMEDIATE RELEASE  
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## **BAPS ORGANIZES A GRAND CULTURAL EVENT AT THE CONTINENTAL AIRLINES ARENA**

A glimpse of Indian civilization, culture and history will come to life at the Continental Airlines Arena on Saturday, June 5, 2004. Organized by the Bochasanwasi Shree Akshar Purushottam Swaminarayan Sanstha (BAPS) - a world renowned socio spiritual organization, Indian heritage will be on display through color, dance, music and multimedia presentations. The event will be graced by His Divine Holiness Pramukh Swami Maharaj, the spiritual head of BAPS who is on a 95-day spiritual tour of North America until August 17<sup>th</sup>.

BAPS has excelled at organizing many cultural festivals around the globe, including the, "Cultural Festival of India", in New Jersey in 1991 which attracted over 1.2 million visitors who marveled at the music, folk dances and an exhibition entitled, "India – a Cultural Millionaire". The festival also brought the sights and sounds of rural India to life with an Indian village complete with craftsmen, artists, puppet shows and bazaars.

BAPS is very much a youth driven organization and this is evident from the fact that the arena event has been organized by its youth wing. From speeches, dances to the creation of colorful multimedia presentations, the young have a place of pride in the organization. BAPS centers actively mentor their youth in the art of leadership and public speaking. On the cultural front they are offered the opportunity to acquire music and singing skills. This youth centric approach enables it to reach out to the young and help bridge generation gaps, impart moral and cultural values to the youths based on concepts that they can relate to.

Education and entertainment, pride and joy will intertwine at the arena this weekend. With seating capacity for over 21000, ample parking, over 1000 BAPS volunteers for the event and prasad for everyone, this is going to be a pleasurable and memorable experience for everyone. Best off all, the event is completely free, but free tickets have to be obtained to gain entry into the arena. Contact any of the BAPS mandirs in your area to obtain free tickets.

The event will be held on Saturday June 5, 2004 from 4.00pm to 8.00pm at the Continental Airlines Arena located at Meadowlands Sports Complex, East Rutherford, New Jersey. The organizers recommend everyone to reach the arena before 3:30pm to avail better parking and seating arrangements.

We do hope you will join us with family and friends and help it make an unforgettable evening. For more information about this and other events organized by BAPS, please visit us on the web at <http://www.swaminarayan.org>.

### **About BAPS**

The Bochasanwasi Shree Akshar Purushottam Swaminarayan Sanstha (BAPS), a worldwide socio-spiritual organization in Consultative Status with the Economic and Social Council of the United Nations, is dedicated to community service, peace and harmony. Founded on the pillars of practical spirituality, BAPS strives to care for the world by caring for societies, families and individuals. Through a number of medical, cultural, educational, environmental, social and spiritual activities, BAPS endeavors to produce better citizens of tomorrow, who have very high esteem for their roots - the rich Indian culture. Its 9,000 centers including more than 5,000 youth centers across the world support these activities of character building. Under the guidance and leadership of His Divine Holiness Pramukh Swami Maharaj, BAPS aspires to build a community free of addictions and that is morally, ethically and spiritually strong.

### **About Pramukh Swami Maharaj**

His Divine Holiness Pramukh Swami Maharaj, the fifth spiritual successor of Bhagwan Swaminarayan, has inspired millions of devotees across the world to lead a God-conscious, character-centered life. As the present leader of BAPS, he travels from village to village, continent to continent, inspiring people of all ages to center their lives on moral values and sound judgment. He emphasizes the importance of family harmony, community service and spiritual progress among others. Representing the essence of Hinduism, his compassion for humanity, universal wisdom and striking simplicity have touched many world religious and national leaders.