

FOR IMMEDIATE RELEASE:

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## **BUSINESSES LEND SUPPORT TO HOLIDAY FOLK FAIR *INTERNATIONAL***

**MILWAUKEE, WI** - In addition to the services provided by the International Institute of Wisconsin (IIW), other businesses play important roles in sustaining the annual Holiday Folk Fair *International*, which will be held Fri., Nov. 17 – Sun., Nov. 19, 2017, at the State Fair Park Exposition Center at in West Allis, Wis.

Assisting the IIW in event production and presentation are the following companies:

- Bath Fitter: International Bazaar sponsor
- Callen Construction: Chef's Stage sponsor
- Fields Auto Group: All Nations Theater sponsor
- Leaf Filter: Tanzhaus (Music Pavilion) sponsor
- Milwaukee Journal Sentinel: Presenting Media sponsor
- The Salvation Army of Milwaukee County: Children's Matinee sponsor
- Debra Stefl: Artisan Corner sponsor
- T-Mobile: Program sponsor
- Weather Tight Corporation: Heritage Lane sponsor

“Assistance from these businesses allows the International Institute of Wisconsin to produce America's premiere multi-cultural festival,” said Alexander Durtka, Jr., IIW President and CEO. “Because of this commitment to Folk Fair, residents of Wisconsin and the Midwest have an opportunity to commemorate their cultural heritage as it relates music, food, dance, arts , and crafts.”

Holiday Folk Fair *International's* 2017 theme, “Celebrate the Culture of Welcome,” will allow Fair-goers the opportunity to learn the traditions and symbolism of cultures as it relates to welcoming individuals. Special attractions in 2017 include invited international performers and artisans, including those from the Bahamas and Indonesia; the “Images of Liberty” and the “Capture the Spirit of Ramadan” photographic exhibits; the Artisan Corner sponsored by Debra Stefl, featuring guest artists from Alaska and Uzbekistan; the Dirty Kettle Native American interactive display; the Kohl's Color Wheels display; the Wisconsin Woodturners; a bonsai exhibit; and the annual Naturalization Ceremony on Fri., Nov. 17, at 2:30 p.m.

The three-day event features the All Nations Theater, with traditional music and dance; the World Café offering traditional dishes; the International Stage where young people perform their ethnic dances; the Tanzhaus (Music Pavilion), where attendees dance and sing along with a variety of musical styling's; the Coffee House where patrons enjoy a beverage and baked goods while listening to talented musicians; Heritage Lane, with unique traditions and customs through

interactive exhibits; the International Bazaar, where cultural artifacts create a unique shopping experience; and the Chef's Stage featuring local chefs preparing traditional cuisine, including youth representatives of the American Culinary Federation – Milwaukee Chapter.

Hours on Fri., Nov. 17 are 2 p.m. – 10 p.m.; 10 a.m. – 10 p.m. on Sat., Nov. 18; and 10 a.m. – 7 p.m. on Sun., Nov. 19.

Advance tickets will be sold for \$10 each, with family four-packs for \$36, and available for purchase on-line at [www.folkfair.org](http://www.folkfair.org). Admission at the gate will be \$12 for adults; \$8 for children ages 6 to 12; children under the age of five will be admitted at no charge. Those 62 and over will be admitted for \$10, and all military personnel with a military ID card will be admitted free.

For more information on the 2017 Holiday Folk Fair *International*, visit [www.folkfair.org](http://www.folkfair.org) or call the International Institute of Wisconsin at 414-225-6225.

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