

FOR IMMEDIATE RELEASE:

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HOLIDAY FOLK FAIR *INTERNATIONAL* TICKET DISCOUNT TO SUPPORT SALVATION ARMY

MILWAUKEE, WI – The 74th annual Holiday Folk Fair *International*, America’s premiere multi-cultural festival that will be held Fri., Nov. 17 – Sun., Nov. 19, 2017, at the State Fair Park Exposition Center at in West Allis, Wis., is offering attendees an opportunity to save on admission tickets while also supporting a local non-profit group.

Folk Fair is once again partnering with one of its sponsors, The Salvation Army of Milwaukee County, to support the organization’s Toy Shop. Those attendees that bring a new and unwrapped children’s book will receive \$2 off the regular adult admission price of \$12 on the purchase of up to four regular adult admission tickets. Book collection containers will be placed at both entrances to the Exposition Center.

With a goal of collecting 10,000 books, one for each child that receives a gift through the program, the Salvation Army Toy Shop provides parents with the opportunity to “shop” for new toys that have been donated and collected in the community. Parents make selections based on the age and gender of their children and are able to surprise them on Christmas morning with toys.

A program of the International Institute of Wisconsin, Holiday Folk Fair *International* celebrates the cultural heritage of the people living in southeastern Wisconsin. This year’s 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 and how it is incorporated into music, food, dance, arts, and crafts.

Special attractions in 2017 include invited international performers and artisans, including those from the Bahamas and Indonesia; the “Images of Liberty” the “Capture the Spirit of Ramadan,” and the Thaddeus Kościuszko 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 sponsored by Fields Auto Group, with traditional music and dance; the World Café offering traditional dishes; the International Stage where young people perform their ethnic dances; the Tanzhauz (Music Pavilion) presented by Leaf Filter, where attendees dance and sing along with a variety of musical styling’s; the Coffee House, sponsored by Renewal by Andersen, where patrons enjoy a beverage and baked goods while listening to talented musicians; Heritage Lane sponsored by Weather Tight, with unique

traditions and customs through interactive exhibits; the International Bazaar sponsored by Bath Fitter, where cultural artifacts create a unique shopping experience; and the Callen Construction Chef's Stage featuring local chefs preparing traditional cuisine, including youth representatives of the American Culinary Federation Chefs of Milwaukee, Inc.

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. 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 or call the International Institute of Wisconsin at 414-225-6225.

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