

**April 22<sup>nd</sup> 2009.**

**ENTERTAINMENT TAKES ON NEW HEIGHTS AT THIS YEAR'S BELL SOUTH ASIAN FAMILY FESTIVAL**

***Performances of a lifetime will take the stage bringing together the best in Bollywood, Punjabi and Pakistani entertainment from the East.***

Summer is around the corner and it's going to get hot, hot, hot!

CMR FM 101.3 presents the Sixth Annual Bell South Asian Festival 2009 at the International Center on Saturday May 16<sup>th</sup> and Sunday May 17<sup>th</sup>.

Festival goers are guaranteed to be wowed for 12 hours straight, with nonstop magic, acrobatics, competitions, comedy, exhibitors and shopping experiences starting at 11 a.m. each day.

If that wasn't enough, hold on tight because the musical performers are sure to knock you off your seats! Punjabi performer extraordinaire Mika Singh, Pakistani heart throb Atif Aslam and reality show veteran Priyani Vani will bring the best from the East lighting up the stage with hits in Punjabi, Urdu and Hindi.

No matter what you're looking for, the Bell South Asian Festival 2009 is sure to have it! Non-stop South Asian and international entertainment, dancing, fashion, singing, magic, circus acts, outdoor rides, exhibitions of products and services from a vast array of business lines and a choice of delectable South Asian foods-all under one roof.

Bring the family out for a wonderful weekend of culture only at South Asian Festival 2009 and get more for your money for only ten dollars admission and free parking.

For those that love to laugh, join hilarious comedians during the My Bindi Comedy Showcase.

Toronto Star presents the Suhaag Fashion Show with the best and latest outfits in the South Asian community.

For those that want to be mesmerized by high flying acrobatics and gravity defying stunts, the circus is the perfect place to be. You'll also be left in awe of magic tricks performed during the festival's magic show.

Kids look out, there is a full outdoor carnival waiting for you to win fun prizes and enjoy rides all day long! And what festival is complete without savoury tastes from East to West? Enjoy the food festival all weekend long and satisfy the whole family's appetite.

For those who love to sing-this is your chance to be a star! On Saturday and Sunday the finalists of CMR's 5<sup>th</sup> Canadian Music Talent Search will compete for this year's title and prize. For those of you that know you have what it takes you can still enter by visiting [www.thesouthasianfestival.com](http://www.thesouthasianfestival.com) .

Now, if you like being sung to rather than doing all the singing, the Bell South Asian Festival has tons for you as well!

Toronto musical group Geetanjali will be performing on Saturday afternoon at 2:00 p.m.

Then the headlines make their entrance!

Pakistani Pop/Rock star Atif Aslam will get you dancing in and out of your seats with both Pakistani and Bollywood hits starting at 7:00 p.m. on Saturday night. Widely recognized for songs like 'Aadat', 'Woh Lamhe' and 'Meri Kahani' he is also the recipient of Filmfare nominations for Bollywood beats like 'Doorie', 'Pehli Nazar Mein' and 'Tere Bin'. A former member of hit musical group Jal, Aslam has taken his solo career to success with the release of his third album last January and being only the second signer to perform live in the Colosseum in Rome Italy.

And Sunday night is going to be just as exciting!

A born talent, Mika Singh will leave the crowds begging for more as the Sunday night headliner starting at 7:00 p.m. Younger brother to Daler Mehndi, Mika has been singing since the age of eight. His career has taken him from Kirtan singer to Bhangra and Pop artist. Performing songs like 'Ganpat', 'Something Something' and Bollywood blockbuster 'Mauja Hi Mauja' for up to 60,000 fans he's known for his extravagantly large shows. More than a singer, he has crossed over into films signing an acting role in the film Loot as well as appearing in reality television shows like Jhoom India and Jhalak Dikhhla Jaa.

Joining him will be Star Voice of India and Sa Re Ga Ma Pa competitor Priyani Vani singing the best in Bollywood hits.

The Sixth Annual Bell South Asian Festival 2009 presented by CMR packs in nonstop entertainment for anyone and everyone, from young to old, man and woman, businesses to families and is open to all. Map your days to and make sure you don't miss a thing by visiting [www.thesouthasianfestival.ca](http://www.thesouthasianfestival.ca) for a full weekend schedule.

#### **About CMR**

CMR serves in 25 different languages reaching an audience of over a million people in the GTA. The majority of its service is directed at the larger South Asian community in Punjabi, Hindi, Urdu and Tamil. CMR has triumphed as the most listened to South Asian Radio in Toronto.

#### **About Bell**

Bell is Canada's largest communications company, providing consumers with solutions to all their communications needs including Bell Home Phone local and long distance services, Bell Mobility and Solo Mobile wireless, high-speed Bell Internet access, Bell TV direct-to-home satellite and VDSL television, and IP-broadband and information and communications technology (ICT) services. Bell is proud to be a Premier National Partner and the exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games. Bell is wholly owned by BCE Inc. For information on Bell's products and services, please visit [www.bell.ca](http://www.bell.ca). For corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca)