SacWorldFest joins Sac State and expands to weeklong celebration

High-res photo: Credit: Alison Toon

SacWorldFest – the celebration of cultural diversity through music and dance – and Sacramento State announce a dynamic new partnership that will move the annual fall festival to the Sac State campus.

Festival organizers are putting the finishing touches on the lineup of performances, vendors and demonstrations for their seventh annual festival, which kicks off at 6 p.m. Saturday, Sept. 27, with a special fundraising gala at Sacramento State’s University Theatre. The three-hour soiree will start with a social hour, followed by inspiring regional acts and a special “Spotlight on BRAZIL!” The evening also will include multi-ethnic foods, beverages from wineries and breweries, desserts and raffle prizes.

The festival expands to fill the entire week with diverse events and attractions at locations around the city as well as master classes and other activities on campus.

It all culminates Sunday, Oct. 5, from 10 a.m. to 5 p.m. with a huge community festival on campus featuring multiple stages showcasing more vibrant music and dance, a hip-hop dance-off, ethnic crafts and fine art vendors; and a Global Village filled with cooking demonstrations and tastings from around the world, storytelling, interactive art opportunities and more family-friendly activities.

“We’re thrilled to partner with Sacramento State and expand the popular SacWorldFest event to a weeklong celebration this year,” says Steve Hammond, president and CEO of the Sacramento Convention and Visitors Bureau. “Many of the SacWorldFest activities will happen on the Sac State campus, which significantly expands the festival’s offerings and opens the door to exciting new possibilities to engage entirely new audiences.”

“Having the SacWorldFest celebration on our campus is a wonderful opportunity for the community and the University,” says Edward Inch, dean of Sacramento State’s College of Arts and Letters. “It brings new visitors to campus while providing a terrific venue for the dynamic entertainment and multi-ethnic art and food.”

SacWorldFest 2014 is produced by a dedicated volunteer board of directors, collaborative local business owners and generous presenting sponsors that include Wells Fargo, Fat’s Family of Restaurants, the Sacramento Convention and Visitors Bureau, and Sacramento State’s College of Arts and Letters. For more information about the SacWorldFest celebration, visit www.SacWorldFest.org. For media assistance, contact either Traci Rockefeller Cusack at (916)
213-4373 or traci@trockocommunications.com, or the Sacramento State Public Affairs office at (916) 278-6156.

*About the Sacramento World Music & Dance Festival (SacWorldFest)*

The mission of SacWorldFest is to showcase the cultural diversity of the Sacramento region through a spectacular annual presentation of an ethnic dance and music festival that offers an educational and entertaining experience for all ages. The annual event provides educational entertainment opportunities for the entire Sacramento region while recognizing, nurturing and honoring the region’s rich cultural diversity. For more, call 916-549-2749 or visit www.SacWorldFest.org.