

Pista sa Nayon 2010 celebrates Filipino culture and heritage

Festival welcomes Lowe's as presenting sponsor

Each year close to 15,000 gather to celebrate summer and Seafair with Pista sa Nayon, the annual Filipino American community festival. The all day event will take place Sunday, August 1, 2010, 9 a.m.-8 p.m. at Seattle's Seward Park Amphitheatre. This year Pista is proud to be joined by Lowe's as its presenting sponsor. Additional sponsors include Western Union, Office of Arts & Cultural Affairs, City of Seattle, and our official t-shirt sponsor, Peoples Republic of Clothing.

"We are excited to have Lowe's join us as our 2010 presenting sponsor," said Cindy Cawaling, festival chair. "We look forward to a partnership that will make the Pista 2010 experience enjoyable for all."

Lowe's' participation and sponsorship of the 2010 Pista Sa Nayon festival demonstrates its respect and appreciation for the Filipino American consumers and shows its commitment to the Asian community. Lowe's understands the importance and value of home & family to the Filipino American: Home & Family are central to their daily life.

Each year Pista brings the community together on a grand scale. Formed in 1990, Pista has become this region's premier Filipino American festival. It is a summertime tradition that displays and celebrates the values of family, friends and community. Showcasing the culture and history of Filipinos, Pista offers something for everyone to enjoy: live entertainment, exhibits, arts & crafts, food, a parade, children's games and a 3-on-3 basketball tournament.

With an established reputation for being a one stop shop for all home improvement needs, the Lowe's booth will showcase products and new 'How-To Videos' on Plasma TVs. Discount Coupons called Project Starters will be handed out at the event to all the booth attendees for their next purchases at any Lowe's stores nearby.

Additionally, Lowe's will conduct Kids' Clinic sessions (10 & under) for first-hand experience to 'build something together' with Lowe's tools. The sessions promise to spark our children's imagination while engaging parents during Pista's family friendly event.

For over 60 years, Lowe's has been the destination of choice for customers in search of tools and resources for all of their home improvement needs. Lowe's provides high quality and wide selection of products, friendly and knowledgeable associates, pleasant shopping environment, and *Everyday Low Price Guarantee*.

In anticipation of celebrating 21 years of Pista and the very best of being Filipino, the community can look back with pride at the progression and development of a true community festival. It is a celebration rooted in the traditions of family and Filipino culture that speaks of the pride of being Filipino. Community support and the participation of sponsors like Lowe's create the foundation that Pista's success has been built on. The Pista sa Nayon Organizing Committee thanks Lowe's (www.Lowes.com) and all its festival sponsors and partners, dedicated volunteers and the thousands of individuals and families who together help make this event a tremendous success.

For more information see what's new on Pista's Web site at <http://www.pista.org>.