



The Vibrant Media Group LLC
2500 W Higgins Rd Suite 205
Hoffman Estates IL 60169

ANNOUNCING THE FIRST CELEBRATION OF 100 YEARS OF INDIAN CINEMA AND AWARDS CEREMONY (FIRST-TIME EVER)

Chicago to host the premiere event celebrating the 100th Anniversary of Bollywood

Chicago, April 12, 2013: **The Vibrant Media Group, LLC** along with **Studio Elite, Ravani & Mohindra, Attorneys at Law** and **Amedcoa Dental** brings a weekend of music, fashion, and culture in celebration of **100 Years of Indian Cinema**. The weekend will recognize and celebrate 100 Years of excellence in Hindi Cinema from **August 31 – September 1, 2013, in Hoffman Estates, IL**.

Mr. Fred Crespo State Representative 44th District State of Illinois "I want to thank Monty Saiyed and Vibrant Media for organizing the "100 Years of Bollywood" and the "India-U.S. Business Summit" events in Illinois. This is a great opportunity for the State to celebrate a milestone in Indian culture, and for Illinoisans to participate in a once in a lifetime event. With over 225,000 South Asians calling the Chicago land area home, is only fitting that an event of this magnitude be held in our great State."

The launch of the event was hosted by **Ms. Yukta Mookhey**. Yukta was crowned Miss World 1999 and is an Indian model and actress. She has featured in several Bollywood movies and engages herself in social and charitable causes.

The launch also saw playback singer **Mr. Krishna Beura** in attendance extending his support for the event. Mr. Beura is a playback singer known for his hit songs "Maula Mere" from Chak De India, "Soniyo" from Raaz-2 and "Rabba" from Musafir among others.

Monty Saiyed said "This is a once in a lifetime opportunity and along with a musical concert and performances, it is truly an honor to recognize icons from the Indian film fraternity that have contributed to making the industry what it is today. We are very happy to host the 1st ever event exclusively celebrating 100 Years of Bollywood!"

Hoffman Estates **Mayor Bill McLeod** said "The Village (of Hoffman Estates) is excited at the prospect of hosting 100 Years of Bollywood at the Sears Center Arena. An event of this caliber would truly be a celebration of the Indian culture that comprises a significant part of our vibrant and dynamic community."

Mr. Dave Parulo, President of Woodfield Chicago Northwest Convention Bureau said "We are delighted to welcome and showcase our Chicago Northwest region to the international and domestic visitors for upcoming India-US Business Summit and the 100th Year Celebration of Bollywood"

Mr. Sudesh Sonawane of Entertainment Synergies said "Our focus is to celebrate 100 Years of Indian Cinema worldwide along with a business summit and I am very happy that Chicago is the host city."



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100 Years of Bollywood celebrations spanning over Labor Day weekend from August 30-September 1, 2013, is produced by **Monty, Majid** and **Musa** and scripted by **Entertainment Synergies**.

August 30, 2013: A precursor event, a **US-India Business Summit**, is being planned to merge trade and culture to connect business and economic development leaders of India and Illinois.

August 31, 2013: An extravagant musical concert featuring leading playback singers **Usha Mangeshkar, Krishna Beura** and more from the Bollywood Industry mesmerizing audiences with a musical journey from 1913-present, and an exclusive fashion show by **Studio Elite** at the Sears Center Arena.

September 1, 2013: Power-packed performances by **Katrina Kaif, Ranveer Singh** and more leading Bollywood celebrities being choreographed by **Prabhu Deva** at the Sears Center Arena. The event will culminate with a live award ceremony honoring Bollywood legends.

The event is supported by **Illinois Tourism, Woodfield Chicago Northwest Convention Bureau, Unity IT, Strike Ten, UrbanEatory** and **New Teeth Chicago**. **Comcast** is a grand sponsor.

Vibrant Media Group LLC would like to sincerely thank our Supporters:

Carlos Leal, Director of Marketing Comcast Chicago Region
Carol Bell, Director of Women's Business Development.
Stanley Hill, Associate Judge Fourth Municipal District State of Illinois.
Rodney Craig, Village President Village of Hanover Park
Carrie Auston, Alderman & City of Chicago Budget Chairman

Ticket sales for the weekend events will begin on **June 17, 2013**.

Voting Opens in the First Week of May '2013: You can log on to www.100YearsBollywood.com to vote for your favorite living legends such as Dharmendra, Manoj Kumar, Sharmila Tagore, Hema Malini, Amitabh Bachchan and more.

You can find all information related to the event and Illinois Tourism on the **100 Years of Bollywood** website.

For more information:

Visit: www.100YearsBollywood.com and www.IndianCinema100Years.com
info@indiancinema100Years.com or call 1-847-227-8780

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Also supported by CAASA - Culture & Art Association of South Asia (A nonprofit organization)