



FESTIVAL 60

Gala Weekend Celebration

APRIL 1 - 3, 2011 New York City



**60TH ANNUAL
ISRAEL FOLK DANCE FESTIVAL
AND FESTIVAL OF THE ARTS**

**60 YEARS OF
ISRAELI FOLK DANCE
AT THE 92ND STREET Y**

Shalom!

The 60th Annual Israel Folk Dance Festival and Festival of the Arts will be held on Sunday, April 3rd, 2011 at the Martin Luther King Educational Campus, conveniently located just across from Lincoln Center in New York City. This exciting day-long celebration will feature a marketplace of Israeli and Judaic merchandise, activities for children, community dancing, singing, and Israeli food - fun for the entire family!

This year we will celebrate Festival 60 marking the milestone 60th anniversary of the Dance Festival with a weekend event that will take place April 1- 3, 2011 in New York City. Dance enthusiasts of all ages from diverse communities will gather for a variety of cultural explorations, workshops and performances and will include outstanding personalities who have shaped Israeli folk dance in Israel and the United States.

Following the Fair, over 250 exuberant performers from the United States, Canada, Venezuela and Israel will bring the Festival to the stage in a colorful multi-media pageant of dance and song.

We hope that you will join us at **Rivkaleh's Fair** on Sunday, April 3rd from 11:00 am to 3:00 pm. Over 250 performers (including students and adult groups) and an audience of approximately 1,000 people will circulate at the Fair. This is the target group for your Israeli, Judaic and Passover merchandise. Each year, over 25 vendors exhibit and sell their Israeli/Judaica prints, art, crafts, travel and service organization information, CD's, videos, jewelry and more. Don't miss out on this exciting opportunity to market your Israeli/Judaica offerings!

Your table rental fee at the Fair includes a listing in our souvenir program journal. The program is distributed free to all performers and ticket holders.

Please complete the reply form on the following page and return it with your payment by March 1st. If you have any questions, feel free to contact me directly either by phone at 646-334-6106 or by email: nkeslacy@hotmail.com

We look forward to hearing from you, and to welcoming you on April 3rd!

L'hitraot,

Natalie Agajan
Fair Coordinator

*Festival 60 is presented by
The Israeli Dance Institute and the 92nd Street Y
in partnership with Jewish National Fund
With the support of the JCRC, the New York Board of Rabbis and Bnai Zion*

FESTIVAL 60 DETAILS ON: WWW.ISRAELIDANCEINSTITUTE.ORG

ISRAEL FOLK DANCE FESTIVAL & FESTIVAL OF THE ARTS

SUNDAY, APRIL 3, 2011

Yes! Please reserve one table at **Rivkaleh's Fair** at the following rate:

- \$180 = table plus ½ page ad in the Festival Journal
- \$150 = table plus 1/4 page ad in the Festival Journal
- \$125 = table plus Journal listing

Name

Company/Organization

Address

City

State

Zip

Telephone: (day) ()

(eve) ()

(fax) ()

E-mail Address:

Please return this form by March 1st, together with your ad copy, and check made payable to:
ISRAELI DANCE INSTITUTE and remit to:

Israeli Dance Institute - Festival 60
P.O. Box 124
New York, NY 10025