

MYX celebrates Asian American Heritage Month

Lone Asian American music and lifestyle channel launches on-air, online and on-ground awareness and tribute campaign

REDWOOD CITY, CA—MYX, the only Asian American music and lifestyle channel currently available on Comcast ON DEMAND, Cox Digital Basic Cable, DIRECTV 2067 and RCN, is proudly celebrating diversity in the nation by commemorating Asian Pacific American Heritage Month this May.

Last May 16, MYX was a major media sponsor of the 5th Annual Asian Heritage Street Celebration, the largest gathering of Asian Pacific Americans in the US. The event drew an estimated 100,000 attendees of all races and ages along Larkin Street, from McAllister to Ellis Streets, all savoring the food, carnival rides, games, arts and crafts booths, martial arts demo, the sports car showcase, among other attractions.

Attendees trooped to the MYX booths on Eddy and Larkin where its day-long activities included raffles of MYX swag items and special prizes by the half hour, Karaoke Jam, and on-site video coverage for MYX on the Move and My MYX. VJs James Lontayao and Ruby Veridiano-Ching were joined by popular comedian Joey Guila who is also the host of the new show, *That's My Jam: The MYX Music Countdown*, as they kept the crowd entertained in the booths and onstage.

MYX on the Move also covered onsite the San Francisco Hep B Free campaign which was supported by California Assemblywoman Fiona Ma and ABC 7 anchor Alan Wang who were both infected at birth by chronic hepatitis B. Asian Pacific Islanders have the highest rate of the disease compared to any ethnic group. It is estimated that 1 in 10 people in the API community have an undiagnosed infection.

Among the public officials who graced the event were San Francisco's three Asian American Supervisors: Carmen Chu, Eric Mar, and President of the Board of Supervisors David Chiu who said that San Francisco is "the heart of our country's Asian American community."

On air, MYX® presented a special line-up of relevant programs that included marathons of MYX P.I., Slanted Comedy, and the launches of Soundtrack and Lexationships with Marc and James. There are also ongoing shorts on "Asian pride" and "Celebrating your Asian Heritage" and animated interstitials on influential Asian Americans that include Google founder and former CEO Jerry Yang, Emmy award-winning journalist Connie Chung, Oscar-winning film director Ang Lee, former Secretary of Commerce and Transportation Norman Mineta, among others.

Online, MYX created asianheritage.myx.tv containing Asian American-themed vignettes, interstitials and plugs and used an Asian heritage-themed background for MYX.TV.

"We at MYX can't visualize United States of America without seeing the influence, contribution and legacy of Asian Americans in every aspect of our society," said MYX® Channel Management Head Miguel Santos. "We're proud to undertake endeavors that promote and honor Asian American history, culture, and heritage."

*Advertising Supplement

1st Annual San Francisco Ethnic Dance Festival returns with four all-new weekends of world dance and music

Including performances by KARIKTAN Dance Company and Parangal Dance Company



SAN FRANCISCO—From the shores of Mindanao to the village squares of Mexico, the 31st Annual San Francisco Ethnic Dance Festival is your first-class ticket to an unforgettable journey around the world. San Francisco's Palace of Fine Arts comes to vivid life in a swirl of sublime gesture, exuberant energy, and soul-stirring rhythms as 37 companies representing dance traditions from more than 20 cultures including Filipino and featuring more than 500 of Northern California's most acclaimed dancers and musicians take to the stage Saturdays at 2 and 8pm and Sundays at 2pm on June 6 and 7; 13 and 14; 20 and 21; 27 and 28, with a special Gala hosted by the legendary Rita Moreno on Saturday, June 13 at 6pm. Discounted family matinees are available every Saturday at 2pm.

Recently cited as one of the top ten Bay Area dance innovations by San Francisco Chronicle dance critic Rachel Howard, the Festival is considered the largest and most prestigious gathering of its kind in the country.

Drawing on Northern California's rich cultural diversity, the event is an unparalleled showcase of

some of the area's top dance performers, many accompanied by world-class musicians. Festival artistic directors CK Ladzekpo and Carlos Carvajal, in consultation with a panel of dance experts, carefully select participating artists from the more than 100 ensembles and soloists who audition over four days in January to land a coveted spot in the June Festival.

Each of the four weekends features a different line-up of performers. Filipino artists have always been an important part of each festival, and this year is no exception with performances by:

Weekend two (June 13 and 14)

KARIKTAN Dance Company. This well-known Concord-based company presents a trio of pieces, the first portraying the historic immigration to the Philippines via outriggers with colorful sails, the second a pre-nuptial dance with complex footwork and gestures imitating that of a fish, and the third a dance from the island of Mindanao featuring a princess wooed by her prince.

Weekend four (June 27 and 28)

Parangal Dance Company. Making its Festival debut, this

Daly City company presents dances performed at the tribal gatherings of the Lumad of Mindanao. The piece is inspired by the movement of real and mythical birds and is accompanied by live kulintang, dabakan, agung and gabang.

On Saturday evening, June 13, the Board of Directors of World Arts West together with Honorary Gala Chair Rita Moreno hosts a special Gala and reception from 6 to 8pm. The public is invited to attend this annual fundraiser featuring food and wine from some of the Bay Area's top restaurants, an exciting live and silent auction, welcoming remarks from Moreno and the evening's exhilarating performances. Tickets are \$150 each.

Tickets to the San Francisco Ethnic Dance Festival are \$22 - \$44. Tickets are available by calling City Box Office at (415) 392-4400; online at www.cityboxoffice.com or www.tickets.com. A subscription package for all four weekends of performances is priced from \$80 - \$158. Target Saturday Family Matinees offer 50 percent discounts to children age 16 and under, and group discounts for 20 or more are also available by calling City Box Office. ■



MYX VJ Ruby interviews one of the attendees at the recently concluded Asian Heritage Street Celebration in San Francisco which drew a crowd of 100,000.



Comedian Joey Guila and MYX VJ James spiced up the MYX® booth at the recently held Asian Heritage Street Celebration in San Francisco.

Photos by Nerissa Fernandez

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