



Media Advisory

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4th World Children's Festival on The National Mall

WHAT

Some of the world's most creative and talented children will convene on the National Mall to celebrate their World Festival this June. Eminent educators and field experts ranging from Olympians and professional artists to scientists and technologists host workshops and activities to nurture children's creativity and develop their empathy in a global community setting. Held every four years since 1999 as the "Olympics" of children's creativity and co-creation, the World Children's Festival (WCF) has evolved into the largest international children's celebration of children's creativity and imagination, and a permanent quadrennial even in our Nation's Capital. Free and open to the public, the WCF attracts more than 15,000 attendees with workshops and activities suitable for children ages 4 to 84.

WHEN

June 17-19, 2011 - 10:00 am to 5:00 pm daily

WHERE

The National Mall, Washington, D.C. across from the U.S. Capitol

WHO

The core WCF delegates are 8- to 12-year-old U.S. and international winners of the 4th Arts Olympiad – an art and sport program endorsed by the U.S. Olympic Committee; the "DC Ambassadors" selected through the Arts Olympiad in DC public schools; and 6- to 16-year-old musicians and performers selected by online voting or distinguished juries.

WHY

The WCF brings together our diverse communities around a shared concern for the future of our children, their health and education. The WCF's educational programming integrates art and sport with STEM disciplines for children's holistic development. The children help produce a complete synesthetic experience - a total work of art- by their dazzling performances, amazing art creations and displays, and their own workshops on issues they are most passionate about. The WCF empowers the children to shape the future and change the world.

MEDIA VISUALS

The world's children showing their talents and communicating through the universal language of art on the National Mall. Children's creativity and co-creation become building blocks for innovation and positive social change.

For more information contained in this release, please contact Vekonda Luangaphay at (315) 200-3196 or visit www.WorldChildrensFestival.org