



Building Community Through Rhythm

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MEDIA ALERT!

**For Immediate Release
April 23, 2003**

11th Annual World Rhythm Festival Opening Ceremony

Largest free percussion festival in the world starts Friday

SEATTLE — April 23, 2003 — The 11th annual World Rhythm Festival Opening Ceremony will take place on Friday, April 25, 2003, at 7:00pm PDT. The ceremonies will be held at the Seattle Center on the Center House Stage and are to run until 10:00pm PDT.

Featuring numerous internationally known artists, the opening ceremonies are presented in a theater-in-the-round format. The ceremony will begin with a drum call by founder of the modern facilitated drum circle movement, Arthur Hull. John Avinger, Executive Director of the Seattle World Percussion Society, will then formally open the Festival. Avinger will also dedicate the event to Babatunde Olatunji.

A dozen internationally known artists will then participate, each in turn sharing percussive traditions from around the world. After a brief performance, each artist will teach a short piece to the audience and then play with them. It is this unique participatory nature of the ceremony and the entire festival that make it such a dynamic media event.

The World Rhythm Festival is the largest free percussion festival in the world. In its eleventh year, the festival is produced by the Seattle World Percussion Society (SWPS), a nonprofit organization. The event is anticipated to draw more than 10,000 people during three days.

Executive Director John Avinger will be on hand for media interviews, as will the President of the Board of Directors, Ed McNichol. Contact information and media samples from both individuals are available in an electronic press kit available at www.swps.org and www.worldrhythmfestival.com.

For more information, contact:

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Founded in 1994, the Seattle World Percussion Society (SWPS) believes in the positive impact of rhythm and strives to provide opportunities for people to experience this powerful effect in their lives. These opportunities include the annual World Rhythm Festival and community rhythm events.

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The Seattle World Percussion Society is a 501(c)(3) Nonprofit Organization.