



## **Asian/Pacific American Heritage Association**

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### **FOR IMMEDIATE RELEASE**

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### **Asian Pacific American Heritage Association Heritage Month Kick-off - A Cultural Presentation**

Houston --- The annual Asian Pacific American Heritage Month kick-off will take place on Saturday, April 27th, 2013, at the prestigious Houston Galleria Mall, 5085 Westheimer Rd., Houston, TX 77056, from 1:30 pm to 5:00 pm.

The kick-off will present a rousing display of the Asian/Pacific Islander (API) American spirit featuring a cultural display of music and dance performances, by performers both adults and children. A special appearance by Miss Chinatown 2012-2013 is scheduled for the afternoon. The main highlight of the evening is a fashion show recognizing Houston's Asian designers, Hanh Tran, MABY USA, Noureen Dhanani, Sameera Faridi, Simran Rihal & Uzo Umbrellas.

The event will be emceed by the gracious ladies of ABC13 anchor Miya Shay and Lights Camera Action/TV Asia's anchor Ruchi Mukerjee. The kick-off is chaired by Sneha Merchant and co-chaired by Betty Gee. The event is sponsored by Simon Malls.

Asian Pacific Heritage Month & APAHA's history: On October 5, 1978, President Jimmy Carter signed a joint resolution designating the annual celebration. In 1990, President George H.W. Bush signed an extension making the week-long celebration into a month-long celebration. In 1992, the official designation of May as Asian-Pacific American Heritage Month was signed into law. President Barack Obama recently reiterated this declaration. The Asian/Pacific American Heritage Association (APAHA) was formed in 1992 to promote Asian/Pacific American accomplishments and heritages through awareness, education and celebration. APAHA celebrates the heritage month with a festival and annual gala in May. This year, APAHA's festival will be on May 18th and gala on May 31st. Visit [www.apaha.org](http://www.apaha.org) for more details and how to sponsor APAHA's events.