



American Telugu Association

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For Immediate Press Release

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ATA Celebrated Dasara with Great Pomp and Show Attracting over 2250

October, 10th 2011

Edison, New Jersey: American Telugu Association (ATA) has celebrated Vijaya Dasami/Dasara festival in a grand manner at the Royal Albert Palace in Edison, New Jersey. More than 2,250 people participated in the family event with enthusiasm and cheer. It was really wonderful event with festive atmosphere, traditional attire and reminded Navarathri days in villages. The program started with Durga Pooja. Traditional lamp was lighted by ATA President Dr. Rajender Jinna, Board of Trustees Sudhakar Perkari and Balavanth Kommidi.

Indian consul general, New York Mr. Prabhu Dayal graced the event as the Chief Guest. The highly successful Telugu person in the US Politics, New Jersey Assembly man Mr. Upendra Chivukula were also attended the grand event as Guest of honor. Mr. Balavanth Kommidi, Board of Trustee Invited the Audience and said ATA is the largest and oldest organization committed for the service of Telugu people in India and the US. He thanked the donors past and present, also he thanked the NJ Team for working very hard to make this program very successful. He requested the audience to support ATA by participating in the community service activities initiated by ATA. President Dr. Rajender Jinna requested everyone to think big and create more opportunities for the Indians and especially Telugus living in the USA.

Dr. Jinna also requested the chief guest Hon'ble Prabhu Dayal to consider recommending a direct non-stop flight from Hyderabad International Airport to New York for which the consul general said he would take up with the Civil Aviation Minister in India. Cultural performances by local talent and Tollywood artists including spell-binding performances by Raghu Kunche and Singer Vijaya Laxmi made the program very successful. ATA founding members Dr. Vidya Sagar, Narayana Pirlamarla, Madhu K Reddy, Pratap Reddy, and ATA donors & supporters Narender Yasa, Srinivas Gade, Jaideep Reddy, Kailash Bastha and Royal Albert Palace owner Albert Jassani, Dr. Sudhir Parikh, Rajeev Bhambri, and Dr. Sunita Kanumuri were felicitated on the Dias. NJ ATA Team recognized Leaders of the other Telugu associations including Anand Paluri, President of TFAS, and Mohan Krishna Mannava of NATS.

ATA Team Members including Vijay Kundur, Bhagwan Pingle, Venu Sankineni, Ram Reddy, Suresh Jilla, Krishna Dyapa, Parmesh bhemreddy, Srinivas Dargula, Ravi Patlola, Raj Chilumula, Madhav Poosarla and Srikanth Gudipati...Etc., made the program highly successful. Well known Telugu people such as Raja Sekhar Reddy, Registrar of the well-known Fashion Institute of Technology, New York, Murali Chintalapani, Pradeep Suvarna, Indrasen Reddy, Vijay Bandla, Randheer Thakur and Brahmaji attended the program.

NJ ATA Team paid respects to late Arjun Dyapa who was senior ATA member and Mr. Krishna Dyapa along with his family was present. Poet and Movie Director Vaddepalli Krishna explained the reason behind the Dasara festival. The local talent and Movie artists entertained the audience with their amazing performance and singing. There are several local dance schools kids participated. Classical dance by Ramya Kommidi attracted the attention of audience, (amazed) lot of people appreciated.

Media representatives Murali from TV9, Sridhar Chillara, Gopi Tati from TV5, and Prasad Kunisetty from TeluguPeople.com were felicitated on the stage for their continuous support for the community service programs organized by ATA. The program ended with the vote of thanks from ATA Regional coordinators' Bhagwan Reddy, Venu and Ram Reddy.

ATA (American Telugu Association) is an established service focused non-profit organization serving Telugu community in North America for over 25 years. For more details about ATA and its services to Telugu community and for upcoming community events from ATA, please visit ATA website at <http://www.ataworld.org>. 12th ATA convention & youth conference will be held in world famous Georgia World Congress Center in Atlanta, GA during July 6-8th, 2012.