

PRESS RELEASE

FOR IMMEDIATE RELEASE

## Malagasy Multicultural Day 2023

**The diaspora of Madagascar has talent and are putting on a showcase this September in London!**

Under the patronage of the Embassy of Madagascar in London, on **Saturday 16 September** the diaspora across Europe will come together for a **Malagasy Multicultural Day 2023**. Following a successful celebration in June 2023 in County Cork, Ireland, to mark Madagascar's Independence Day (celebrated annually on 26 June) – joined by the Lord Mayor of Cork, Cllr Kieran McCarthy, 1st Cllr/Chargé d'affaires a.i. Tojonirina Ramarolahy and Cllr Olivia Anjaniana Rakotonirina – the Malagasy Diaspora in Ireland & UK is delighted to announce a new event this Autumn in London.

With over 20 different ethnicities across the island of Madagascar, this will be a unique event uniting the Malagasy (the correct demonym of Madagascar) diaspora across Europe, with great support from the Embassy of Madagascar, which represents those residing in Ireland, Northern Ireland, United Kingdom, Finland, Norway, and Sweden.

Taking place at **Bolney Meadow Community Centre, London**, the Malagasy Multicultural Day 2023 will celebrate music, fashion, community, and culture of Madagascar, as well as a special presentation for the Miss Diaspora Malagasy Ireland & UK 2023-2024 candidate.



Live music performances will include Malagasy artists **Boriza Bros**, bringing traditional music centre stage. The Boriza Bros are a 12-piece group, formed 10 years ago, and are made up of musicians, dancers and martial arts artists; many of whom have been playing music since living in Madagascar. The group will combine traditional dance and music from southern Madagascar. The members also include the **DJ Chris & Joe** performing songs from all parts of the island.



Bulgarian artist **Gabriela Ivanova** is a remarkable 13-year-old singer, living in Dublin. Gabriela has a collection of over 40 Bulgarian and international singing awards, earning her place among Bulgaria's most prodigious young talents. Gabriela has had successful musical projects with famous musicians – most recently heard in a new arrangement of 'Kafal Sviri' by Bulgarian composer Petar Lyondev. The young talent will join the Malagasy Multicultural Day line-up, and showcase her entire vocal capabilities.

[CLOCKWISE FROM TOP] Boriza Bros, DJ Chris & Joe, Gabriela Ivanova, Meva Sanjy, designs by Zaylahy Rodriguez  
[Images © Mahary Fast Photography, Pacho Photographer]

There will be more musical surprises on the day!

Fashion designer **Zaylahy Rodriguez** will showcase his heritage designs through his brand **Meva Sanjy**, modelled by a group of the Malagasy diaspora, representing all ages and body shapes. Based out of Antananarivo, the capital city, Sanjy's designs feature the country's national *lambahoany*, rectangular cloth made from cotton or silk that's been printed with scenes from nature and work life, often alongside Malagasy quotes or phrases, and patterns. Incorporating the *lambahoany* into bomber jackets, shirts, skirts & dresses as well as accessories from phone covers to bags, Sanjy's segment in the show will bring traditional-meets-trendy style to the runway.

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Supporting the event through partnerships are **Association Dera France**, organiser of the **Miss Diaspora Malagasy International** pageant, a child protection charity; alongside the **Long Beach Resort**, Nosy Be and **Sunset Madiorano**, Toliara in Madagascar. Long Beach Resort boasts gorgeous views from Ampasindava Beach in Nosy Be, while Sunset Madiorano in Toliara takes in the tranquil sights across the Mozambique Channel.

Both hotels are also offering attendees to **WIN a 5-day hotel stay! By purchasing your ticket before Friday 15 September you'll be automatically entered in the draw.**

To promote and embrace diversity, the event hopes to bring not only multiculturalism but also to bring awareness of social inclusion in Ireland and the UK, and support development and education projects in Madagascar. In addition, the event will spotlight the up-and-coming artists and entrepreneurs taking part and hopes to make a positive impact on local businesses by gathering people from different backgrounds and different countries at the event, and in Madagascar by giving entrepreneurs visibility.



**The Malagasy Multicultural Day 2023 event tickets can be purchased online **NOW from Eventbrite** - where adult tickets cost £25/€30, and child tickets (under 12) cost £10/€12.**

<https://www.eventbrite.co.uk/e/multicultural-day-event-diaspora-malagasy-ireland-uk-tickets-692667626517>

A key segment to the event will be the presentation of the **Miss Diaspora Malagasy Ireland & UK 2023-2024** candidate, who will represent the Ireland & UK at the Miss Diaspora Malagasy International competition, which is organised by Association Dera France, and takes place in Paris on 4 November 2023. From this, the elected winner will participate in the Miss Madagascar pageant, potentially leading to Miss World.

The organising committee (Erguestine Andriamahatahity, Nirina Plunkett, Nirina Sands, Amelie Cabanis, Susan Ndinga, and Gaëlle Andriamahatahity) came together virtually over the past fifteen weeks due to their various locations across Ireland & UK. Working closely with the Embassy of Madagascar, the venue, performers, and suppliers, as well as coaching the Miss Diaspora Malagasy Ireland & UK candidate, the committee aims for this event to be the first of many that brings the diaspora community together.

Open to everyone, the **Malagasy Multicultural Day 2023** is organised in joint collaboration by the Malagasy diaspora in Ireland and in the UK.

**Saturday 16 September in the Bolney Meadow Community Centre at 2pm in London, England.**

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**FOR MORE INFORMATION, PLEASE EMAIL THE COMMITTEE**

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## ABOUT

MADAGASCAR is the fourth biggest island in the world, located off the southeast coast of Africa, with a population of over 25 million people, and over 20 different ethnicities. The country boasts stunning landscape sights such as Tsingy in the North, Baobab Avenue in the South, and Isalo National Park in the Southwest. The correct demonym Malagasy refers to not only the people of Madagascar, but also its food (such as vanilla), flora and fauna. Unlike in the animated movie *Madagascar*, there are no penguins. The country is, however, home to the beautiful ring-tailed lemur alongside 100 known species and subspecies of lemur found only in Madagascar, and approx. 90% of the country's ecology is endemic. Such a distinctive ecology has led ecologists to refer to Madagascar as the "eighth continent" - just ask David Attenborough!

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