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FOR IMMEDIATE RELEASE:  
Harvest Moon Festival Event

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### **AsianinNY.com Hosts Moon Festival Event to Raise Funds for Typhoon Morakot Victims**

New York, NY (Oct 5<sup>th</sup>, 2009) - AsianinNY.com, the New York's leader in Asian networking and a multi-cultural sharing site, will host a Harvest Moon Festival event on **Oct 9<sup>th</sup> 2009** from 7pm to 10pm at Bennett Media Studio (723 Washington St., NY) to raise funds for Typhoon Morakot victims. On August 8<sup>th</sup>, 2009, Taiwan suffered from Typhoon Morakot, which caused the loss of hundreds of lives and millions of dollars in damages. The Moon Festival Event will be a dedication of the friends and families whose lives have been altered by this tragedy, and a celebration of the Mid-Autumn Festival. Many amazing performers will be featured including singer **Ai Gao**, performer/songwriter **Ayesha Adamo**, music producer **Ed Bennett**, singer/dancer **Cher Jia Sun**, talk show host/singer **Dusty Wright** and spoken word artist **Kelly Tsai** will take part in this charity event to help with the fundraising for the reconstruction of Taiwan. The 2008 Koan J. Baysa Award Recipient New-York based Chinese artist **Yu Zhang** will also present an exhibition of her new series of oil paintings during this event.

The Moon Festival, also known as the Mid-Autumn Festival, is a popular harvest festival celebrated by Chinese, Koreans, Vietnamese and many Asian communities; it is also sometimes referred to as the Lantern Festival or Mooncake Festival. The Moon Festival is a date that parallels the autumn and spring Equinoxes of the solar calendar, when the moon is supposedly at its fullest and roundest, and is one of the two most important holidays in the Chinese calendar. Traditionally, on this day, family members and friends will gather to admire the bright mid-autumn harvest moon, and eat moon cakes together. In a way, Moon Festival is considered Asian's Thanksgiving Day.

Seeing the recent tragedy of Typhoon Morakot and embodying a sense of strong global awareness, AsianinNY.com urges its members, partners and friends to jointly organize this charitable and social networking event to assist in rebuilding after the damage of Typhoon Morakot and to share the love between all Asian communities as well as everyone who is interested in Asian culture. The goal of AsianinNY is to facilitate connections and provide a platform for social networking. There is nothing harder than entering a new city or culture without a helping hand. This is a site for everyone who loves and wants to understand more about the Asian culture even if one is not Asian. AsianinNY is continuously active in charitable activities and cultural events.

The Moon Festival event would not have happened without the generous contributions from our sponsors: **Izze, Kissena Liquor, Lucullen, Noyu Tea, China1 Antique Restaurant and Lounge, Maggie's Meals, LittlePaw Skateboards** and also the continued support from our media partners: **Bennett Media, CultureCatch, dodoModels, PhatGuru, ORIENTED, and 247Feature.com**. For further information, media accreditation, and interview requests, please visit: [www.AsianinNY.com/?p=5202](http://www.AsianinNY.com/?p=5202)

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Performers Biography:

**Ai Gao:** A Beijing native, Ai was born into a musical family, and trained in The Central Conservatory of Music from a young age. Ai recently released her song and music video “Space and Truth”, inspired from the changes of modern life landscape, which results in the changes of personal feelings. ([www.aispacetruth.com](http://www.aispacetruth.com))

**Ayesha Adamo:** Though Ayesha's musical influences range from Mandarin pop to classic rock, she has also trained in the classics, and has a degree in music from Barnard College, Columbia University. While in Taiwan on a summer scholarship program to study Chinese, Ayesha signed a deal with EMI records and pretty soon Beauty4, a group of four girls was formed. The group was referred to by many as the Taiwanese Spice Girls, and left their mark as the first multi-ethnic group to sing in Mandarin. In addition to touring in Asia as a singer and DJ, Ayesha has also performed as a DJ in both North and Central America. She recently made an appearance on CCTV's Chinese New Year Special at Radio City, singing a duet with popular Chinese star, Qsi Qsin. Ayesha has just finished recording her rock project, Loss of Eden, with producers Danny Leake and Fran Allen Leake, who have worked with artists such as Stevie Wonder, Sting, and Candlebox. Loss of Eden's “Here's Your Revolution EP” is now available on iTunes. ([www.ayeshaadamo.com](http://www.ayeshaadamo.com))

**Ed Bennett:** Ed is a well-recognized music producer, and former president and CEO of VH1, MTV network's 24-hour music and lifestyle network. Bennett has worked with major artists such as Michael Jackson and Madonna. Bennett now serves on the Board of The Songwriters Guild of America Foundation and Chairman of the Board at American Independence Corp. Ed is also the president at Bennett Media Studio. Bennett Media Studio is the location for many major Film, TV, and Music Companies' Projects. Recently, it has been home for shoots from Law And Order (NBC), Dancing with The Stars (ABC), Cashmere Mafia (ABC) Parrallel Paths (BET) Bobby Flay (TV Food Network). It also has been the location for TV Commercials for Schwab, Rocawear, Fidelity, Fresh Direct, Pepsi, Kraft, and Chrysler. ([www.bennettmediastudio.com](http://www.bennettmediastudio.com))

**Cher Jia Sun:** Cher is a now student at NYU with degree from Shenzhen Art School and just recently performed pipa at Lincoln Center for NYU concert. Cher is also a dance teacher, singer, model, MC, and musical composer. She has performed with Asia's super stars including Aaron Kuo, Jay Chou, and Boa's concerts. She is also the champion of 2006 ETTV East Cost Top Idol. Cher created a girl's group Miss Q, made up of five Asian American girls in Feb 2007, creating their own innovation of Chinese and Western's dance and music that meld into a highly distinctive fusion of Hip-Hop, R&B and Pop styles. Cher is the dance director and lead vocalists of Miss Q.

**Dusty Wright:** Dusty Wright is co-founder/owner of the smart culture website CultureCatch.com and the host of the celebrity talk show The Dusty Wright Show. He is the former editor-in-chief of Creem and Prince's *New Power Generation* magazines as well as a writer of films, fiction, and music. He is also a singer/songwriter who has released 3 solo CDs, and a member of the folk-rock quartet GIANTfingers. And before all of this he was a William Morris agent. (www.culturecatch.com)

**Kelly Zen-Yie Tsai:** Kelly is a Chicago-born, Brooklyn-based, Chinese Taiwanese American spoken word artist who has performed her poetry at over 350 venues worldwide including three seasons on "Russell Simmons Presents HBO Def Poetry." Winner of a 2007 New York Foundation for the Arts Urban Artist Initiative Award, she was listed as one of Idealist in NYC's Top 40 New Yorkers Who Make Positive Social Change in 2008 and AngryAsianMan.com's "30 Most Influential Asian Americans Under 30" in 2009. She has shared stages with Mos Def, KRS-One, Sonia Sanchez, Talib Kweli, Erykah Badu, Amiri Baraka, and many more. (www.yellowgurl.com)

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