



FOR IMMEDIATE RELEASE

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March 19: Celebrate Nowruz and Spring Equinox: A Joyous Festival of Renewal and Tradition

[La Jolla] – Join us in celebrating Nowruz, the Persian New Year, with a festive gathering filled with music, dance, and cultural traditions! The La Jolla Village Merchants Association is thrilled to host this special event on Wednesday, March 19 at the breathtaking La Jolla Cove Rooftop. We invite the community to experience the beauty of this ancient holiday, which will begin at 6 PM, with doors open at 5:45 PM.

Nowruz, meaning “New Day,” marks the arrival of spring and has been celebrated for over 3,000 years across various cultures. Our event will feature:

- **Traditional Music & Dance:** Enjoy vibrant live music and a performance by Ila Dance Academy, which brings the spirit of Nowruz to life.
- **Haft-Seen Display:** Discover the symbolic table setting representing prosperity, love, and renewal.
- **Delicious Persian Cuisine:** Savor the flavors of Nowruz with mouthwatering flavors of Persian and Mediterranean cuisine dishes and sweets provided by Marketplace Grille, La Jolla.
- **Family-Friendly Activities:** Engage in a silent auction, photo ops, performances, an inspiring art gallery, and more fun for everyone.

Through February 14, guests can take advantage of discounted early bird ticket prices (\$55 for adults and \$25 for children). After that, adult admission will be \$75 and \$45 for children. Service fees may apply. Join us for a celebration of culture, community, and unforgettable memories!

For more details and to purchase tickets, please visit <https://www.eventbrite.com/e/views-of-nowruz-a-new-year-celebration-tickets-1219671693869>.

You can contact lajollavillagemerchants@gmail.com for more information.

About La Jolla Village Merchants Association

The La Jolla Village Merchants Association (LJVMA) works to bring business to La Jolla Village. As a Business Improvement District, LJVMA is committed to the success of its members by supporting businesses, program activities, development projects, and other commercial revitalization efforts.