PAFCOM PARADE AND FESTIVAL TO SHOWCASE DIVERSITY AND FILIPINO CULTURE, FEATURING TFC SUPER STAR KIM CHIU

Council President Lavarro to Lead Parade in its 28th Year in Jersey City

(June 13, 2018) JERSEY CITY, NJ – **The 28th Annual Philippine-American Friendship Day Parade and Festival is set to take place in Jersey City, NJ on Sunday, June 24**. The celebration is organized by the non-profit organization, Philippine American Friendship Committee (PAFCOM), to celebrate culture and diversity, and the historical friendship between the United States and the Philippines.

This year's big draw for Filipino crowds is the **"Princess of Philippine Movies and TV,"** and star of blockbuster movie "GHOST BRIDE", none other than **Kim Chiu**, who first gained prominence when she won the "Pinoy Big Brother: Teen Edition". Ardent fans will surely line up the streets of Jersey City to cheer and get a glimpse of **Kim Chiu.**

Grand Marshal and Jersey City Council President Rolando Lavarro, and PAFCOM President Lito Pernia, will lead the parade, which will officially kick off at noon at the street level of the West Side Light Rail Station. The parade will feature marching bands, floats, performers, and community members dressed in colorful and unique traditional Filipino costumes. There will be awards in several categories such as Best Performing Group and Best Costume.

"PAFCOM and the Filipino community has a rich history in Jersey City," said Lavarro. "This year's parade will celebrate Jersey City's diversity and reaffirm our city as a home for equity, progress, and opportunities for all communities. I look forward to another amazing parade and festival and invite everyone to join the festivities on Sunday, June 24. And we warmly welcome Ms. Kim Chiu to Jersey City to the delight of her many fans in the U.S."

The parade ends at Lincoln Park where a daylong festival will take place from 10 a.m. – 6 p.m. Booths will be open starting at 10 a.m. and entertainment stage starts at 1 p.m. Local talents will warm up the stage and delight festivalgoers. The festival program will culminate with Kim Chiu's highly anticipated performance.

The festival area will offer a variety of Filipino foods, flea market, community services, health fair, and activities for kids through the Jersey City Cultural Affairs. A special contest for the "Bboom-Bboom" dance craze will be sure to engage and energize the crowd.

Pushing for greater inclusion and community participation, PAFCOM garnered support from diverse leaders who are serving as Honorary Grand Marshals:

- Pete Busacca – President of Hudson County Central Labor Council
- Eleanor De Leon – Businesswoman and wife of former Consul General Mario De Leon
- Buddy Deauna, Fil-Am Councilman from Bergenfield
- Father Tom Iwanowski and Ato Tuazon – Leaders of Jersey City Together, Our Lady of Mercy chapter
- Roger Gupta – Owner of Jersey City-based Diamond Hut jewelers
- Carol Mori, Executive Director, Garden State Episcopal Community Development Center;
- Frank Molina, Sr. – Chairman of the Board of the Puertorriquenos Asociados for Community Development (PACO)
- Sam Pesin – President of the Friends of Liberty State Park
- Ahmed Shedeed – Board Member, Jersey City Immigrant Affairs Commission

The parade will feature this year's PAFCOM beauties:

- Julia Celeste Medina Ash – Little Miss PAFCOM
- Mariela Dimalaluan – Miss Liberty PAFCOM
- Chelsey Grace Lopez – Binibining Pilipinas PAFCOM
- Jennica Santos – Miss Teen PAFCOM
- Roxanne Racquel Cajigas – Miss LGBTQ PAFCOM
- Cecille Cuevas Erana – Mrs. PAFCOM
- Shirley Escalada Capaldo – Miss PAFCOM

"It's an honor to lead a pioneering community organization that unites and elevates the Filipino community in New Jersey and across the Northeast," said Pernia. "This year's parade and festival will reach across the Filipino diaspora and America's diversity."

Lavarro is the first Filipino and Asian American councilperson of Jersey City's Municipal Council. Pernia is the Controller for America's premier civil rights organization – the NAACP Legal Defense and Educational Fund, Inc. for close to 30 years and the Executive Director of GC Rivera Foundation, a non-profit in New Jersey providing medical care to under-served Filipinos.

Parade and Festival Summary:

10 AM	Mass at Our Lady of Victories (2217 JFK Blvd.); Booths at Lincoln Park open
11:30 AM	Official Program starts at West Side Light Rail street level
12 PM	Ribbon-Cutting and Parade starts
1 PM	Entertainment starts at festival stage in Lincoln Park

To participate in the parade, secure booth space or sponsorship, or for details of the Bboom-Bboom dance contest, please go on the PAFCOM website – www.pafcomnj.org.

###