



The First Digital Ethnocultural Festival is launched by U Multicultural this Summer

Winnipeg, Manitoba - A media group has come together to put on an online multicultural festival, known as Ethno Fest 2020.

U Multicultural - a national broadcaster, community-based ethnocultural media channel established to serve diverse communities to the dynamic multicultural identity of Manitoba and Canada launched “**The First Digital Ethnocultural Festival**” this summer. The Festival would be launched both at www.u-channel.ca and at **cable TV networks** on August 15, 2020. Everyone interested is welcome to experience media stories, interviews with the most influential community members of various ethnic communities, watch performances 24/7 and much more.

Taya Rtichsheva, the CEO and founder of **U Multicultural**, created the online space for people across Canada to learn about Manitoban communities, their culture, traditions and what those communities have to offer the public. **U Multicultural** values integrity, creativity, loyalty, community, diversity, partnership. **U Multicultural** supports the community and produces web and television content giving a chance for every voice being heard.

*“We serve different ethnocultural communities by producing television content in different languages. This content represents the beauty of each culture. This year, we decided to open the digital space for the communities, celebrate multiculturalism and diversity, and call the new program **Ethno Fest 2020**. For ten weeks, we will produce content including stories, interviews, traditional cooking segments, and much more. **Ethno Fest 2020** will be released as a platform by **August 15th**. We are inviting ethnocultural organizations, local artists, and performers to participate in **Ethno Fest 2020**, and are open to any form of partnership with local communities and organizations.” - Taya Rtichsheva*

People now have the opportunity to experience cultural activity, learn about the diversity they live in and engage in diversity. **U Multicultural** has already elevated the voices of many different communities here in Manitoba, including the Winnipeg Chinese Cultural and Community Centre, Asian Women of Winnipeg, and Brazilian Association in Winnipeg etc.

U Multicultural stands for preserving and promoting diverse languages and cultures by showcasing the creativity and talents of local people, celebrating the principles of inclusion and multiculturalism, as well as enabling an environment for people to learn about the history and ethnic traditions of a variety of communities. Participation in **Ethno Fest 2020** is free, and **U Multicultural** encourages any organization or individual willing to showcase culture or traditions to contact **U Multicultural** at: communications@u-channel.ca.

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