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Brampton Street to be named 'Raj Kapoor Crescent'

City to pay homage to 'The Showman'

BRAMPTON, ON: Friday, 24th June, 2011: In a warm gesture of welcome to Indian Cinema, the City of Brampton in Ontario, Canada, hosts of the 12th International Indian Film Academy (IIFA) Weekend and Awards, named a street after the ultimate Showman – Raj Kapoor. Introducing a new street into the infrastructure of the city, when constructed it will be named, the 'Raj Kapoor Crescent'.

The legacy of Raj Kapoor has been succeeded by three generations starting with Shammi, Shashi and Raj, the sons of Prithviraj Kapoor. Raj's sons Randhir, Rishi and Rajiv Kapoor enjoyed success in the industry and his grandchildren Ranbir, Kareena and Karishma Kapoor have subsequently carried on the Kapoor tradition of brilliant artistry and super stardom. Several members of the Kapoor Family were present at the street naming ceremony. The family shared sentiments regarding the retrospective expressing gratitude towards the city at this incredible gesture.

The Mayor of Brampton was also present at the ceremony that took place on the main stage of Rose Theatre on the 24th of June, the 2nd day of the Videocon d2h IIFA Weekend, expressing the city's commitment to honouring the cinematic genius.

With a career spanning over five decades, Raj Kapoor achieved great success and became the youngest director of his time at age 24 when he opened his own studio, RK Films. Aply called '*The Showman*', Raj Kapoor won a large number of awards and was nominated for the 'Palme D'or' at the Cannes Film Festival which is the highest honour awarded to competing films at the festival. He was also awarded the 'Padma Bhushan' and the 'Dadasaheb Phalke Award' for his contributions to Indian Cinema. It is the magnitude of his accomplishments and a symbol of the place he has etched in the hearts of cinema lovers all over the world that this tribute aims to portray.

The Mayor of Brampton was also present at the ceremony that took place on the main stage of Rose Theatre expressing the city's commitment to honouring the cinematic genius. A replica of the street sign was also presented to the family.

The International Indian Film Academy (IIFA) which has become the most awaited annual film celebrations for the Indian Cinema industry over the last ten years since its inception in 2000 is dedicated to taking Indian Cinema to greater and more glorious heights by promoting it on a global scale. The awards go farther than just fulfilling this objective of honouring cinema by inculcating a symbiotic relationship between India and the host countries in terms of trade, tourism and other commercial relations.

ABOUT IIFA

The International Indian Film Academy, conceptualized and produced by Wizcraft International Entertainment Pvt. Ltd. is supported by key members of the Indian film fraternity. IIFA is the most respected South Asian film academy and its main highlight, the IIFA Awards is one of India's biggest media events. With a viewership of over 600 million worldwide, the IIFA Weekend is the largest celebration of Indian cinema and the IIFA Awards is among the most-watched global events, annually.

From a one-night celebration in 2000 at the Millennium Dome, London, the last twelve years have seen the International Indian Film Academy (IIFA) movement grow into a cine-packed weekend of film-festivals, workshops, exhibitions, film-showcases, premieres, global business forums and sporting events, all of which climax into the IIFA Awards. The IIFAs have been celebrated in London, Sun City, Johannesburg, Singapore, Malaysia, Dubai, Amsterdam, Yorkshire, Bangkok, Macau and most recently in Colombo, Sri Lanka. This year, IIFA will celebrate its 12th anniversary in Toronto, Canada, from June 23 – 25, 2011.

FOR MORE INFORMATION

For more information on the International Film Academy Awards, visit:

- www.iifa2011toronto.com
- www.iifa.com/toronto2011
- www.cibciifa.com

For more information on the **IIFA Buzz Brampton Festival**, visit www.brampton.ca

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor's, reflecting its successful economy and debt-free position. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak more than 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being known as the Flower City of Canada. Brampton has been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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