

Ten Thousand Villages
Cameron Village
435 Woodburn Road
Raleigh, NC 27605
(919) 821 1100
www.villagesofraleigh.org



News Release

Media Contact:

Caroline Smith
Marketing Manager
(919) 821 1100
caroline@villagesofraleigh.org

For Immediate Release

Classical Music of South India Featured at Ten Thousand Villages on First Friday, August 4

RALEIGH, N.C., July 21, 2006 – [Ten Thousand Villages of Raleigh](http://www.villagesofraleigh.org), a non-profit, fair trade retail store in Cameron Village, will join First Friday celebrations at 7:00 p.m., August 4, 2006, with a demonstration of Carnatic Music, also known as South Indian Classical Music. Carnatic Music is an art form that combines elements of classicism inherent in Western classical music and elements of improvisation inherent to jazz.

The demonstration is being sponsored by The Indian Classical Music and Dance Society ([ICMDS](http://www.icmids.org)) and will feature P.K. Sridhar on the violin and Sudhindra Rao on the mridangam (percussion drum), both Triangle residents and active performers and educators of Carnatic Music.

About Ten Thousand Villages of Raleigh

[Ten Thousand Villages of Raleigh](http://www.villagesofraleigh.org) is a non-profit, fair trade retail store located in the Cameron Village Shopping Center. Opened in 1995, the store is part of a network of nearly 100 fair trade stores across North America. The Raleigh store's principal wholesaler, [Ten Thousand Villages-U.S.](http://www.ten-thousand-villages-us.com), is the oldest and largest fair trade home décor and gift retailer in the United States, and a founding member of the [International Federation of Alternative Trade \(IFAT\)](http://www.ifat.org) and member of the [Fair Trade Federation \(FTF\)](http://www.fairtradeusa.org), both of which aim to improve the livelihood of disadvantaged people in developing countries and to change unfair structures of international trade. Ten Thousand Villages of Raleigh purchases products only from carefully chosen organizations that are members of the IFAT and FTF.

In 2005, Ten Thousand Villages-US received [Co-op America's People's Choice Award for Green Business of the Year](http://www.co-op-america.com). The award recognizes Ten Thousand Villages as a leader among businesses across the country committed to social and environmental responsibility.

About Fair Trade

Fair Trade contributes to the alleviation of poverty in developing regions of the world by establishing a system of trade that allows marginalized producers to gain access to developed markets. This system of trade builds on artisans'/producers' skills, enabling communities to play an active part in their own development and at the same time satisfying consumer demand in developed markets.