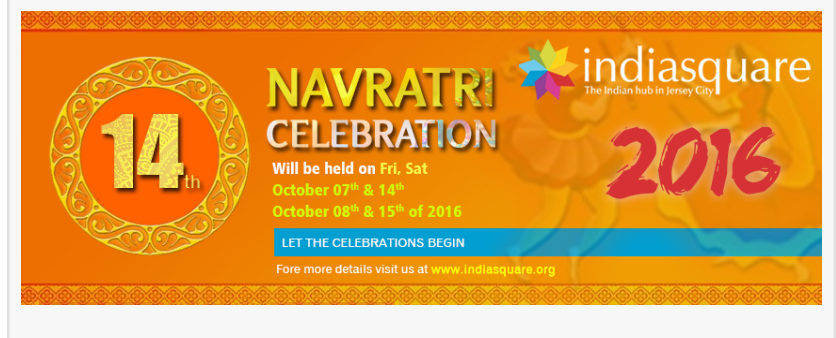


Navrati 2016 Celebration Plans Underway

Sponsors Needed to make this the Best Celebration Yet

813 NEWARK AVENUE, JERSEY CITY, NEW JERSEY, US, September 8, 2016 /EINPresswire.com/ -- Jersey City, NJ - Plans are underway for the Annual Navrati 2016 Celebration in Jersey City's famed [IndiaSquare](http://indiasquare.com) area. This giant block party, celebrating the 9 nights of

devotion, draws thousands of participants and visitors to the Newark Avenue area between Tonnelle Avenue and Kennedy Boulevard, filling the streets with music, dance, food and blessings!



Navrati 2016 takes place over two weekends in October – Friday and Saturday night on the 7th and 8th, as well as Friday and Saturday nights on the 14th & 15th. It is in celebration and part of the Hindu festival of Nine Nights, (Navrati literally means Nine Nights) devoted to Goddess Divine Mother Durga symbolizing purity and power or 'shakti'. During the nine nights and ten days, different forms of the Goddess (Durga, Lakshmi and Saraswathi) are invoked. Navrati is the second Hindu festival of the year that celebrated the Divine Mother, and typically falls around the arrival of Autumn. It symbolizes the victory of the positive and light over the negative and dark.

During these exciting evening festivities, lights and sounds will fill the air around Newark Avenue. This Jersey City annual highlight has participants and attendees from all faiths who enjoy honoring and celebrating their heritage.

The occasion is organized and coordinated by IndiaSquare, the hub of the Jersey City Asian Merchant Association. It is one of the largest celebrations of Navrati in the state of New Jersey. People come out to the streets and dance to the music, as well as enjoy displays, food at the many local restaurants, and other entertainment. The event is also live streamed for those who are unable to attend all or in part of the street party. Venue: Newark Avenue between JFK Blvd and Tonnelle Avenue

It is a large undertaking, providing unique and highly visible opportunities for business and organizations interested in greater outreach. Sponsorships are available at a variety of levels, from simple Wall, Street or Stage Banners to Platinum Sponsorships (including banners, advertising and media, and stage presentation) which provide an even greater impression on the hundreds of attendees filling the street. For full Sponsorship information regarding IndiaSquare Navrati 2016, please see the website at: www.indiasquare.org/SponsorshipForm.aspx.

The Jersey City Asian Merchant Association has been making a positive impact on the India Square area of Jersey City for the past 14 years. They strive to improve to resolve issues in the area, making the everyday quality of business better for merchants and patrons. During the last five years, this organization has been able to provide free parking to the patrons of this section of Jersey City as a way to promote its diversity and strength as a center of business and cultural activity.

The merchants of the IndiaSquare area coordinate many activities throughout the year that help

support the community. This includes various student scholarships, aiding area colleges and hospitals, encouraging businesses, and working to promote better understanding among the different segments of the community.

To find out more about participation, sponsorships, and the Navrati 2016 schedule, go to indiasquare.org, or follow them on Facebook.

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