

## **Village Green of Waterford presents “December Festivals around the World” to its Multi-cultural Community**

**Contact:** Joseph P. Cool **Phone:** 248-683-1130

### **Knowledge of multicultural activities is of paramount importance in developing successful business/personal relationships throughout the global marketplace**

WATERFORD, MI (December 11, 2009) – Home to nearly 650 residents from a variety of backgrounds Village Green of Waterford recently hosted a presentation entitled “December Festivals Around the World” for its multicultural community. The presentation was delivered by one of Village Green’s residents, Joseph P. Cool, President of Cool & Associates, Inc.

The presentation began with the introduction of several Festivals conducted around the world during the month of December and briefly described each Festival including photos. Festivals described included Hanukkah, The Feast of St. Nicholas, Bodhi Day Observance, Eid al-Adha, Christmas and Kwanzaa.

The purpose of the presentation was to provide educational and informative information about the various cultures throughout the world and their celebrations conducted during the month of December. “I was delighted to have been invited to make this presentation at Village Green of Waterford”, said Cool. “I could see in the eyes of the Participants (both children and adults) the fascination of seeing photos of celebration in other countries. I was born and raised in the City of Pontiac and this is my way of giving back to the community to make a difference”.

Upon completion of the presentation, the audience was invited to a contest called “Monies around The World”. The contests included a picture frame with 27 different world currencies and a bottle with various coins used in the world. Each Participant was asked to guess the amount in US Dollars that was in the frame and to guess the number of coins in the bottle and a prize went to the winner. Contests were set up separately for children and adults. It was fun for all.

“It was very knowledgeable to connect with the cultures through the education provided by the presentation. I was very thrilled!” said Mary Beth Bowers, Executive Manager of Village Green of Waterford. “Cool & Associates does build a bridge between all cultures with the goal to come together”.

“The Holiday Festivals around the World event brought great energy to the diverse community here at Village Green of Waterford”, said Theresa Benner, Social Activities Director. Jana Peffley, Assistant Manager said “A fun time was had by all”.

*About Village Green:* Village Green Companies, headquartered in Farmington Hills, Mich., a suburb of Detroit is one of the nation’s largest privately held developers and managers of luxury apartment communities. Established in 1919, Village Green operates nearly 35,000 apartments in more than 135 rental communities throughout the nation under four distinct brands: *Village Park, Village Green, Regents Park* and *City Apartments*. For more information on Village Green, explore [www.villagegreen.com](http://www.villagegreen.com).

*About Cool & Associates, Inc.:* Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based consulting company that specializes in assisting individuals and small to medium size companies in their introduction and expansion into the global marketplace using synergistic market analysis. Having worked in 55 countries throughout the world, C&A brings a unique view of the many varied cultures that all organizations must adapt to in an effort to enter, maintain and expand in the global marketplace. Through exposure to virtually every culture in the world, C&A conducts educational programs, speaking engagements and business planning functions. Cool & Associates is a member of the Multicultural Business Council located in Rochester Hills, MI and is also a member of many cultural organizations located in SE Michigan. For more information about Cool & Associates, Inc., send an email to [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or visit [www.cool-associates.com](http://www.cool-associates.com).

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