

Village Green of Waterford presents “Spring 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 (March 27, 2010) – Home to nearly 900 residents from a variety of backgrounds, Village Green of Waterford recently hosted a presentation entitled “Spring 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 Spring Festivals conducted around the world during the months of March and April and briefly described each Festival including photos. Festivals described included Easter customs around the world and specific Festivals including Holi Festival of India, Doll Festival of Japan and the Golongo Festival of Ghana. Cool had recently traveled to Ghana on a business trip and presented a photo of the Children of Tema, Ghana waving Akwaaba (Welcome) to the audience.

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 months of March and April. “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 parents) the fascination of seeing photos of celebrations 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 participate in an Easter Egg Hunt on the grounds of Village Green of Waterford. The children happily went about gathering brightly colored eggs filled with candy. A lucky few found the prize eggs and won great prizes!

“We are not just an apartment complex but rather a community! I strongly believe this event brought the community together with an informative and positive impact” said Mary Beth Bowers, Executive Manager of Village Green of Waterford.

“The presentation exercised my mind to consider things outside the United States such as springtime festivals. It was great to learn we in America share things in common with countries across the globe.” said Theresa Benner, Social Activities Director.

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.

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 or visit www.cool-associates.com.

#####