

Village Green of Waterford brings “Festivals Around the World” to its Multicultural Community

WATERFORD, MI (December 11, 2007) – Home to nearly 650 residents from a variety of backgrounds, Village Green of Waterford recently hosted a “December Festivals Around the World” presentation for its multicultural community.

Joseph P. Cool, a resident at the apartment community and president of Cool & Associates, Inc., led the event by describing several December festivals conducted around the world, including Hanukkah, The Feast of St. Nicholas, Bodhi Day Observance, Eid al-Adha, Christmas and Kwanzaa, with vivid illustrations. Guests also were taught about other distinctions of the various cultures and their respective celebrations.

“I was delighted to have been invited to make this presentation at Village Green of Waterford,” said Cool. “I could see the fascination in the children’s and adults’ eyes as they were viewing the festival photos from 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 and share the world.”



(left to right) Joseph Cool, MaryBeth Bowers, Theresa Benner, Jana Peffley



Joseph P. Cool speaks to the Village Green of Waterford residents about December Celebrations in several countries

“The presentation provided a great foundation for increasing our residents’ knowledge about the mixture of cultures here at our community and in the world,” said MaryBeth Bowers, executive manager of Village Green of Waterford. “I was thrilled Cool & Associates was able to build a bridge between all cultures, supporting the goal to come together.”

After learning about the multicultural festivals, the adults and children joined in a “Monies Around the World” contest that rewarded the participant who most accurately guessed the U.S. dollar value of 27 different currencies that were viewable in a picture frame. In another challenge, attendees had to guess the number of foreign coins filling a bottle.

“The Festivals Around the World event brought great energy to the diverse community here at Village Green of Waterford,” said Theresa Benner, social activities director. Assistant Manager Jana Peffley agreed by commenting “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.

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 54 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 Coalition 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.

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