

KKNC of San Francisco Bay Area Celebrates a successful Sneha Saphthami and Sankranthi 2010 Event in Sunnyvale, California  
February 24, 2010

Sunnyvale and San Francisco bay area, Feb. 24, 2010: KKNC (Kannada Koota of Northern California, [www.KKNC.org](http://www.KKNC.org)), a leading Indian Organization of people of Karnataka, India origin, in sunny California's bay area, is happy to announce a very successful first major community event of the year 2010. Titled "Sneha Saphthami", the event marking friendship among the members and the community, was held on Saturday, February 20, 2010 at Sunnyvale Temple's community center in Sunnyvale, California.

An estimated 1000+ people took part in this event, that was open to all KKNC members and the public. The event consisted of classical music performances, modern skits, and ended with a play by bay area based popular actor, play writer, director, Mrs. Alamelu Iyengar. Besides the successful turnout at the Sneha Saphthami event, the highlights of the event were --

1. KKNC maintained close watch on the time taken for each on-stage program or announcements and concluded the evening at the planned end-time, while fully covering all the planned on-stage events.
2. Four leading caterers and restaurateurs provided their delicious menus to the hungry crowd of KKNC, that included free snacks, coffee, tea, welcome-laddus, ellu-bella (mix of sesame seeds with peanuts, jaggery, etc., which traditionally marked KKNC's celebration of Sankranthi festival)
3. The event was sponsored by a record number of commercial sponsors and non-profit partners
4. KKNC also did a fund raising for UNICEF's Haiti Children Relief fund by raffling an Apple iPod Touch that was donated by BharatFamily.com, Online donations and raffle sales crossed \$350. KKNC organization matched dollar to dollar to double this amount. KKNC has earmarked the proceeds for UNICEF.

The event was made possible by generous sponsorships and participation by the following companies and organizations.

1. New York Life Insurance, presented by Gagan Kohli
2. Edward Jones Financial, presented by Nancy Knight
3. The CHUGH Firm, Certified Public Accountants
4. BharatFamily.com, online community portal
5. AVON, presented by Meera & Sudha
6. Shiva Beauty Parlor, Fremont
7. The Royal Fashions - Indian fashion jewelery and clothing
8. Iridescent Indian Apparels
9. Jay Taxes, Santa Clara
10. Bharat Bazar, Santa Clara, Sunnyvale, Union City
11. Dr. Sheetal Gokhale, DDS, Sunnyvale
12. Real Ice Cream & Bangalore Cafe, Santa Clara
13. Sri Auto Services, Fremont
14. Ritu Jain, Real Estate Agent, GharSagar
15. ACCU Dental, Dr. Suman Kumar, Santa Clara & San Jose
16. Suma Sridhar, Real Estate Consultant, Legacy Real Estate
17. Peacock Indian Restaurants, San Jose, Santa Clara, Mountain View, Fremont
18. Silver Spoons Catering, by Vidya Gurikar
19. Biryani Bowl, Fremont
20. Tasty Indian Pizza, Sunnyvale

- Media Partner: Indian Express North American Edition
- Media Partner: Bay Area Bak Bak, on KLOK 1170 AM
- Media Partner: PSymphony, on KLOK 1170 AM

along with KKNC's non-profit partners --

1. Foundation For Excellence, [www.FFE.org](http://www.FFE.org)
2. Sankara Eye Foundation, [www.GiftOfVision.org](http://www.GiftOfVision.org)
3. One School At A Time, [www.OSAAT.org](http://www.OSAAT.org)
4. INDUZ, [www.INDUZ.org](http://www.INDUZ.org)
5. India Literacy Project, [www.ILPnet.org](http://www.ILPnet.org)
6. American Red Cross, Silicon Valley, [www.sificonvalley-redcross.org](http://www.sificonvalley-redcross.org)
7. EKAL Vidyalaya, [www.EKAL.org](http://www.EKAL.org)
8. NAVIKA, North America Vishwa Kannada Association, [www.NAVIKA.org](http://www.NAVIKA.org)
9. AKKA, Association of Kannada Kootas of America, [www.akkaonline.org](http://www.akkaonline.org)
10. US Census 2010, [www.CENSUS.gov](http://www.CENSUS.gov)
11. ICC, India Community Center, [www.IndiaCC.org](http://www.IndiaCC.org)

Members of KKNC's executive committee including, Raghu Halur, President; Sridhara GC, Treasurer; and Ashok Setty, Marketing Executive, would like to express their heartfelt gratitude to all the sponsors, partners, and KKNC members who made this event a grand success.

About KKNC Organization (more details at [www.KKNC.org](http://www.KKNC.org)): KKNC, established in bay area in 1973, is a 501 3c recognized non-profit community association, representing the people from the Indian state of Karnataka (home to India's Silicon Valley, **Bangalore**), in Northern California. More than a thousand families in the bay area make KKNC a strong community. Our members include successful engineers, doctors, entrepreneurs in small and big businesses.

KKNC's mission is to strengthen the Karnataka and Indian community of Northern California by providing a forum to pursue literary, cultural, and educational community development and charity/service activities. KKNC is a purely volunteer run organization primarily funded by membership fees and donations from patrons, members and corporations. In turn, KKNC donates to several non-profit organizations in and outside of USA, and also helps them with fund-raisers.

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