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South Asian Engagement announces Imprinting of the Tricolor on Manhattan

August 12, 2021, New York, NY-In a historic announcement, the South Asian Engagement Foundation revealed that it is working with The Durst Organization, to light up the One World Trade Center spire and podium in the Indian flag tri colors this August 15th.

This initiative commemorates the world's largest democracy - India entering its 75th year of Independence. As part of the celebrations, other Durst installations at One Bryant Park and One Five One, in mid-town will also be lit up in the tricolor.

"We are proud to partner with the South Asian Engagement Foundation as it celebrates India entering its 75th year of Independence," said Mark Domino of The Durst Organization who oversees Spireworks.

The South Asian Engagement Foundation is responsible for many initiatives and civic engagements for the Indian American community as it assimilates into the fabric of Americana.

"This is an historic moment commemorating India's Independence and most importantly the expression of love between the US and India," said Rahul Walia, Founding trustee of SAEF. "We hope to continue the tradition and enhance the experience for everyone with more imagery on the podium," he added.

The lighting would turn on at sunset, New York City time, on August 15th on the spire of the iconic One World Trade Center, One Bryant Park and One Five One in mid-town and remain lit until 2:00AM. Additionally, the Indian flag tricolor would be visible on the podium of the World Trade Center.

The community is encouraged to visit the podium at 285 Fulton Street for photo opportunities and virtually they can view the lighting live at www.spireworks.live and <http://saef-us.org/tricolornyc/> or countdown to the event at <https://tinyurl.com/spireworks> and from anywhere in the world.

"We are so happy to be working with the Durst Organization to help celebrate India and thank them for their help in making this a reality" said Aarti Walia, Director South Asian Engagement Foundation.

SAEF is also in talks to do a lavish Diwali expression in November to bring more awareness and exposure to the rich and diverse culture of the United States. They hope to make this an annual tradition going forward.

Support and donations are welcome at www.saef-us.org

Social media tags and handles:

#tricolorNYC #tricolorwtc

Facebook: @SouthAsianEngagementFoundation @thedurstorg @OneWTC

Instagram: @saef_usa @durstcommercial @One_WTC

Twitter: @saef_usa @thedurstorg @OneWTC

About SAEF

The South Asian Engagement Foundation (SAEF) is a registered 501c 3 Non-profit organization based in New Jersey. SAEF has a mission to increase leadership potential in Indian American communities by providing incentives using educational initiatives and civic engagements. Amongst its initiatives, SAEF supports programs like the South Asian Spelling Bee and the Cricket Bee. SAEF's vision is to continue supporting and organizing educational initiatives and cultural outreach to expand national awareness in migrant communities. Visit and support SAEF at www.saef-us.org

About Durst

The Durst Organization, founded in 1915 by Joseph Durst, is the owner, manager and builder of 13 million square feet of premiere Manhattan office towers and over three million square feet of residential rental properties with 2,500 rental apartments built, and over 3,500 in the pipeline. The Durst Organization is recognized as a world leader in the development of high-performance and environmentally advanced commercial and residential buildings where people live, work and thrive. www.durst.org