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Los Angeles Telugu Association (LATA) Ugadi Celebrations

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Los Angeles Telugu Association (LATA) has celebrated Ugadi event on 20th April, 2013 in Long beach, CA in a spectacular and grand way. Being the first event organized by LATA, it received overwhelming response from people of all areas of Greater Los Angeles. The event floor was full house with more than 800 people in the auditorium. Lot of people has queued up for annual, life memberships and volunteer sign ups. The event was packed with traditional and floor rocking entertaining numbers from kids and adults in Greater Los Angeles community. Delicious food was provided by Bharath Potluri and team.

The event anchored by Ravi Tiruvaipati and Sameer Bhavanibhatla from the cultural team of LATA

started with a Ganapathi prarthana by Sushmitha Gopavarapu and deeparadhana by Satya Duvvuri and Annapurna Duvvuri, followed by 'Panchanga Shraavanam' by local priest Sri Narasimhacharya.

The entertainment programs started with 'Sankara' song from Sankarambharanam by Sabari Girish and followed by classical song and keyboard by Srikanthi Gunturi & Sravan Mokkapati. Kokila group has mesmerized the audience with 'Jagadananda Karaka' song from SreeRama Rajyam and Telugu songs medley.

LATA President Ramesh Kotamurthy, and executive committee Tilak Kadiyala, Hari Madala, Lakshmi Chimata, Srinivas Komirisetty has briefed about the formation of LATA and the activities it is planning to do in the following months. The audio visual from celebrities was a highlight where prominent people like CInaRe, Tanikella Bharani, Deekshithulu, Anchor Suma have voiced their support to LATA.

Kids from Swapna Sri school entertained the audience with traditional dance, while kids from Sangamam school performed an item reflecting the traditions in all South Indian states. 'Adivo Alladivo', performance by kids of Renuka Malepati's dance school has received lot of applause from all audience with a standing ovation. Prizes were distributed to winners of elocution competition about Ugadi was conducted by LATA involving kids and senior people in the community to promote the Telugu culture. Participants were appreciated with mementos from LATA by chief guests Ravinder Reddy Tadiparthi, Rajesh Kottapalli, Rayudu Kottapalli and Subba Gopavarapu.

The floor was electrified with the performance of Jyothi Pachnoori's two dance medleys from old and latest movies. Rithika, Ananya, Shreya and Harika performed latest hit numbers from Badshaah and Mirchi which energized the audience. 'Buji Buji Rekulu' from kids of Telugu Thota was such a wonderful performance promoting anti-dowry. Telugu songs fusion medley from Sangamam academy have mesmerized the audience with songs from old movie to new movies. Also, Shreya Malhotra from Sita Dance School has made a sparkling performance to entertain the audience.

Lakshmi Chimata have thanked the huge contribution of all volunteers, which is the strength of LATA and donors - Vision Avenue, Fresh Market, State Farm and Iyana. The event concluded with USA National Anthem followed by Indian National Anthem.

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