

# PRESS RELEASE

UPDATE



## On the 10th and 11th of August London will be coloured!

The Holi Festival Of Colours celebrates its premiere in London with with just under 30.000 visitors - and that for two days in a row

Berlin. On the 10th and 11th of August the sky above the Battersea Power Station will be filled with bright colours! On this weekend the European Tour of the Holi Festival Of Colours will be stopping in London. Both days have been sold out by now - this will be the most colourful spectacle of the year.

### London – a premiere on the big tour through Europe!

It is not just the premiere of the Holi Festival Of Colours in London - it is also the first time that the organisers are doing two Holi Festivals Of Colours in one city back to back. "The demand was so immense, that we decided to do 2 festivals instead of just one.", says Maxim Derenko, in charge of press and marketing at the Holi Concept GmbH. Both festival dates were sold out very quickly - „we are excited, that the festival was so well received by our fans in London. They can look forward to a colourful day with great sounds and a jolly atmosphere - and of course enjoy the Indian flair”.

### The big Holi Festival of Colours tour through Europe

“After the successful launch last year of the first Holi Festivals Of Colours in Germany, we wanted to bring colour to the rest of Europe as well”, says Max Riedel, executive director of the Holi Concept GmbH and co-initiator of the first Holi Festivals in Germany. Said and done. This year the coloured cloud is moving through Europe and, after stopping in Berlin, Amsterdam, Hamburg, Vienna and Barcelona, is now also coming to London. “We are looking forward to all the Holi Festival of Colours-fans who will come to celebrate these two days with us!”

### Holi Festival Of Colours

The Holi Festival Of Colours is the first Holi Festival in this form and of this size amongst the European Holi festivals. The three Berlin lads Jasper Hellmann, Max Riedel and Maxim Derenko established the colourful festival in Germany last year. Since then, the three founders have called into existence the Holi Concept GmbH, registered the Holi Festival Of Colours as a brand and are currently organizing the big European tour 2013. They are touring numerous cities this summer and hosting this colourful party in a number of special, off locations. Further information can be found on the homepage [www.holifestival.com/uk](http://www.holifestival.com/uk) and on the Facebook pages of the respective cities (for example for London: [www.facebook.com/HoliFestivalOfColoursLondon](http://www.facebook.com/HoliFestivalOfColoursLondon))