

# PRESS RELEASE



## Get ready for a spectacle of colours.

Pre-sale of the tickets for the Holi Festival Of Colours in London begins June 16th.

Berlin. On the 10th of August the sky about the Battersea Power Station will be filled with bright colours! Anyone wanting to be part of this colourful spectacle has to be quick though. Tickets sales will begin on June 16th at 12 noon. As experience has shown, tickets were sold out in no time.

"In Stuttgart it took less than 2 hours for all 15.000 tickets for the Holi Festival of Colours to be sold out. In Munich it was a mere 30 minutes before all tickets were gone", says Maxim Derenko, one of the three organisers of the Holi Festival Of Colours. On the 16th of June ticket sales will begin for the colour festival in London. "If we take a look at the fan numbers, we can expect a similar rush for the tickets in London", say Maxim Derenko. "A few thousand fans are already waiting in the wings and are looking forward to the pre-sale finally beginning. Everyone is excited to get their tickets to the Holi Festival Of Colours London. Anyone wanting to join the colourful party should secure their tickets at 12 noon on Sunday, the 16th of June. Tickets for this colourful festival fun will cost 24.99 Pounds (early bird) plus system fee. Tickets can be purchased from our website: [www.holifestival.com/uk](http://www.holifestival.com/uk), as well as on our Facebook page for London: [www.facebook.com/HoliFestivalOfColoursLondon](http://www.facebook.com/HoliFestivalOfColoursLondon).

### London – One stop on the Tour of Europe

After the successful launch last year, the Holi Festival of Colours 2013 is touring Europe. Kick-off was in Berlin on the 11th of May, where the sky above the riding stadium at the Olympic Park was filled with bright colours. "Apart from London, many other metropolises, such as Berlin, Amsterdam, Vienna and Barcelona are part of our European tour", says Max Riedel, managing director of the Holi Concept GmbH. All the important information concerning festival cities, dates, locations and line ups can be found on our webpage [www.holifestival.com/uk](http://www.holifestival.com/uk), as well as the Facebook pages of the respective cities.

### 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 our 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)).