

## Holi Festival Of Colours – This year even more colourful!

Europe's most colourful colour festival kicks off its tour this year on May 10<sup>th</sup> in Hamburg. All together around 30 festivals are planned worldwide. Under the motto “be happy” the Holi Festivals 2014 will incorporate many collective activities with the fans and an even more diverse music program. Indian artists and delicacies, as well as surprise guests will complement the concept of the festival experienced Holi Concept GmbH.

Lets get coloured: On the 10<sup>th</sup> of May at 12 noon the Holi Festival Of Colours Tour 2014 kicks off in Hamburg. Other stops include Berlin, Munich, London, Rome and Amsterdam. But we have also listened to the calls of our international fans. Therefore the colourful world tour 2014 will stop in Mexico, Dubai and Kenya, just to name a few.

Apart from clouds of colour and the happy and joyful atmosphere the guests can expect a choice line up this summer ranging from house to hip hop. The shooting star of the year in Germany, Robin Schulz, will bring the guest of the Holi Festival Of Colours in a party mood in numerous cities. The guests can also look forward to international and regional surprise acts everywhere.

### Bollywood meets Woodstock

Of course the Indian Holi Spirit cannot be omitted: Indian artists and the culinary program of TV cook Mario Kotaska bring a touch of Bollywood to 30 festival cities worldwide. The fans will take care of the rest: “when thousands of ecstatic people colour the sky and themselves it creates an atmosphere of happiness” says Max Riedel about the goose bump atmosphere and the indescribable feeling of togetherness. Together with his friends Maxim Derenko and Jasper Hellmann he first brought the traditional Indian spring festival to Germany in 2012.

### The Mission: Make the world happier

Under the motto of “be happy”, the focus is on one thing this year : making the Holi Festival Of Colours Fans happy. This will be achieved through eccentric activities on the festival grounds. Additionally, guests can look forward to water slides and other attractions for a colourful diversion and a lot of collective fun. Even more interaction will be incorporated through the new, free Holi Festival Of Colours App, which will allow guests to upload personal photos from the festival onto the large LED video wall. Additionally the app will offer further informative and fun features that will make the guests happy. As “the Holi Festival Of Colours does not want to only enthuse the community during the concerts”, says Berlin native Maxim Derenko. “If our fans are happy, then we are happy.”

All tour dates, further information as well as photos and videos are available for download in our press lounge: <http://www.holifestival.com/uk/en/festival-of-colours/presslounge>

