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FOR IMMEDIATE RELEASE

The Biggest Holi celebrations in the tri-state area, March 30 in Jersey City, 12 PM – 5 PM

HOLI, as many of you already know, is one of India's most popular festivals, where people lovingly smear color on each other and celebrate with music, dance, good food and drink.

This year, again, Jersey City's **SURATI for Performing Arts, Education and Entertainment** is excited to bring to the people of the tri-state area and beyond, its 5th annual Holi event in Jersey City on Saturday, March 30th (rain date: Sat, April 6). The event will be hosted in downtown, Jersey City (outdoors) in Hamilton Square.



People dancing in tents set up outdoors at Holi Hai 2012



Color Play at Holi Hai 2012



Dignitaries and tri-state area communities attend cultural celebrations at Holi Hai 2012



Dignitaries speech - From left Rohit Vyas (TV Asia), Assemblyman Upendra Chivukula, Rimli Roy (Founder-Director, Surati), Jerramiah T. Healy (Mayor, Jersey City), Councilman Rolando Lavarro, Bill Larosa (Dir. Hudson County Cultural Affairs), Raj Mukherji (Deputy Mayor, Jersey City)

Cultural performances, workshops, fun and festivities at Holi Hai 2012



The event was originally designed to bring together the community which comprised of, among others, professionals, individuals and families from the waterfront areas of Newport, Exchange Place, Paulus Hook, Hoboken etc. However, in past years we had attendees from Connecticut, Washington D.C and even Boston, MA. The event had extensive media coverage from the Jersey Journal / [nj.com](http://www.nj.com) (http://www.nj.com/hudson/index.ssf/2011/03/holi_celebration_in_jersey_cit.html) and also other Indian television channels.



Ambassador of India, Prabhu Dayal attends and speaks in support of Holi Hai 2012

After the super success of “Holi Hai” 2012 and 2011, Surati is all set to celebrate “Holi Hai” in 2013 with great pomp and ceremony (the fifth year of celebrations).

See a glimpse of our past event online at <http://youtu.be/k-EZIJQygVw>

Holi 2012 event Promos

<http://youtu.be/8U2yuPSTAnE>

<http://youtu.be/ln9-25MxgrQ>

<http://youtu.be/DCrwPBYy8jg>

Holi 2012 event coverage videos

<http://youtu.be/H4Lg76jUpnc>

<http://youtu.be/ac3wDbq34Es>

Past Holi Events Press Coverage:

http://photos.nj.com/4505/gallery/holi_hai_in_jersey_city/index.html

http://photos.nj.com/jersey-journal/2012/03/holi_hai_in_jersey_city_13.html

http://www.nj.com/hudson/index.ssf/2011/03/holi_celebration_in_jersey_cit.html

<http://www.jerseycityindependent.com/2012/03/06/holi-hai-the-indian-festival-of-colors-celebrated-saturday-march-10th/>
<http://brendanscottcarroll.wordpress.com/tag/rimli-roy/>
<http://www.indiacgny.org/php/showPressDetails.php?linkid=113&newsid=375>

Our past Holi events have been co-sponsored and supported by New York Life, David Lerner Associates, Silverman, TV Asia, Sahara One, ITV, South Asian Times, News India Times and several other corporates/media. Our Holi event has also been attended and supported by The Indian Ambassador in New York, the Jersey City Mayor, Jersey City Councilmen, Congressmen, Education and community leaders.



This year we are celebrating this festival on March 30, 2013 (Rain Date: April 6) and are in the process of communicating with sponsors, media and community partners who are willing to come on board for this event. Event details will be on our website www.suratiinc.com when ready.

Similar to last year, this year too, artistes – visual artistes, musicians and dancers along with families and children from the community will be an integral part of the event. An arts exhibition capturing the essence of Holi presented by children, will be on display. Children will also be presenting songs and dances related to the spirit of Holi. Local artistes will present a cultural program and also educate viewers on the history of this festival. There will be lecture demonstrations on various performing art forms – dance, music and theatre. We are reaching out to diverse artistes/art groups who will incorporate a variety of performing and visual arts into this event hence making it a truly multi-cultural representation of Holi. There will also be several attractions for children and adults including workshops for Salsa, Bollywood, Bhangra and Jazz, henna tattoos, a rangoli workshop, dance and music workshops and an insight into the history of Holi narrated through dance and drama.

The event is scheduled to run from 12-5 pm. The art and craft exhibition is scheduled to run throughout the day. There will be dance and music lecture demonstrations, a multi-cultural program and workshops. An outdoor area with a covered tent (optional) will be available to guests for playing Holi with dry colors where there will also feature live entertainment in terms of music and dance performances. Traditional Indian food



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and beverages, arts, crafts, jewelry and clothing will be available for purchase. There are plans to have a DJ and some live entertainment also. Guests will have the opportunity to network and celebrate the spirit of Holi. Additionally this year we have plans to have a couple of large screens and projectors where photos of attendees will be streamed and displayed in real time alternating with sponsor information.

Last year we had over 800 people attend our indoor and outdoor activities. This year, we are estimating more than 1200 families and individuals to attend the event.

Among the dignitaries who have been invited to attend this years event are

- The Hon'ble Consul General of India in New York
- The Jersey City Mayor and Deputy Mayor
- Jersey City Cultural Affairs Director
- Several Jersey City Councilmen
- Hudson County Director of Cultural and Heritage Affairs
- Several other community leaders

We have invited and are expecting several other dignitaries and community leaders.

It is also a great opportunity for sponsors to reach out to the crème de-la crème of the affluent waterfront and other neighboring communities.

If you have any questions, please do not hesitate to contact us directly at [2013601553](tel:2013601553) or [2013498883](tel:2013498883).

Regards,

The Surati Events Team

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ABOUT SURATI

Surati is a performing arts organization and entertainment company whose mission is to promote Indian art and culture, educate and enrich the community primarily through dance, music and drama. Surati, based in, Jersey City, New Jersey, brings to its audience, quality stage performances, classes, events, educational projects, lectures and workshops. Surati's team of professional dancers, musicians and instructors perform at corporate, fund raiser, community and cultural events throughout the U.S. and abroad and imparts quality training to its students.

Surati Founder-Artistic Director Rimli Roy and the Surati team have performed in New York City at **Incredible India's Annual Road Show (the Indian Ministry of Tourism)** and for the **Export Promotion Council for Handicrafts (Indian Ministry of Textiles)**. They have also performed at prestigious venues like **The Kennedy Center** and **The Library of Congress** (Washington D.C), **Rutgers University** (NJ), **Alaska Performing Arts Center** (AK), **Las Vegas Convention Center** (NV), **Jacob K. Javits Convention Center**, **World Financial Center Wintergarden** , **New York City Hall** and **The Indian Consulate. NYC**

