

PRESS RELEASE

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THE SECOND SANUR VILLAGE FESTIVAL IS FOR AND FROM THE COMMUNITY IN AUGUST

15 June 2007 ... The Chairman of Yayasan Pembangunan Sanur (Sanur's only social foundation), Ida Bagus Sidharta Putra announced the confirmed dates of the second Sanur Village Festival set for 15 – 19 August 2007 at the Inna Grand Bali Beach and Segara Beach. A fun and cultural event the essence of activities originate from the Sanur community and is dedicated for the Bali community as well as for the world community.

The success of last year's festival has put pressure for the organizing committee to create and develop an even better event for this year. Not leaving behind the traditional village life, which attracted so many visitors in its early days of becoming Bali's first tourist destination, the festival will maintain its main goal to become the platform in positioning Sanur as a safe destination for holiday makers by emphasizing on cultural events and collaborating it with the modern development of today's tourism industry.

A mixture of events commences from the opening ceremony, introducing a talented Balinese Artist; Bona Alit to an event fit for everyone to participate, the mass yoga meditation program. A bundle of cultural performances, food festival, water sports competitions, jazz festival to even an international cartoon exhibition from Indonesia and Australia's finest cartoonists are just some of the few activities set for this event. These events have been scheduled to allow opportunities to discover the cultural aspects of Sanur as well as introducing the development of the area in embracing modern and global tourism.

The activities scheduled for this year's event include :

- ICA annual cooking competition : National
- Cultural parade
- Cultural performance
- Fun bike and city tour
- Art and Painting exhibition
- International Bonsai and Adenium exhibition
- Food festival and bazaar
- Water sports competition; traditional boat, surfing, kite surfing, wind surfing, kayaking, and canoe
- Golf tournament
- Kite contest
- Fun Games

- Jazz festival
- Under water festival
- International Cartoon exhibition : Indonesia - Australia
- Cleaning Campaign
- Mass Yoga activity
- DJ parade
- International rugby competition

“The presence of the Sanur Village Festival is hoped to attract more and more international visitors to discover the many aspects of life, which intertwines in the development of tourism in Sanur. We hope to bring this unique concept of live and introduce this to the international world on how tourism is the breathe of life for the Sanur villagers, at the same time for them to discover the uniqueness of Sanur Village itself” expressed Ida Bagus Sidharta Putra, Chairman of Yayasan Pembangunan Sanur.

Sanur is definitely the place to be from 15 – 19 August 2007 as the entire village and tourism community celebrates this special occasion.

Editor’s Note :

Sanur Village Festival was established by the Yayasan Pembangunan Sanur. In its efforts to rehabilitate the image of Sanur as one of the first tourism destinations in Bali, various creative and fun-filled activities are combined into a five-day long event taking place within the Sanur area. Presenting arts, culture, sporting activities and many more, the Sanur Village Festival is expected to create a foundation for the local community.

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