



Press release

53th Pivo in cvetje Laško festival from 13 to 16 July Summer highlight with excellent music and lots of novelties

Laško, Ljubljana, 9 May – This year's Pivo in cvetje Laško festival, the biggest music and tourist event in Slovenia, will be held from Thursday 13 to Sunday 16 July. The already fifty-third festival will be the highlight of the summer, bringing lively musical happening for all generations and tastes in music. This festival is still the most open festival towards different genres and the most financially accessible music event in Slovenia. The organiser and the main sponsor Pivovarna Laško Union (PLU) plans further growth and development of the festival that is becoming increasingly regional. The glorious interactive water symphony and the fire show will be so spectacular that they will be included both in the Friday's and in the Saturday's program.

The organiser and the main sponsor of the festival Pivovarna Laško Union and the organising team have been since autumn last year carefully planning the fifty-third Pivo in cvetje Laško festival, which will again include an outstanding music programme and a wide variety of events and activities.

Festival with tribute to culture and historical heritage

A rich selection of historical attractions, local culture and horticulture is the speciality of the Pivo in cvetje Laško festival. This adds historical value to the festival and it skilfully intertwines historical life with the present time. The town of Laško this year celebrates two important milestones: 790 years ago the town received market rights and 90 years ago town rights. Part of the programme will thus also be the revival of history since the beginnings of the town. The cultural programme is created by active members of numerous cultural, horticultural and other societies of Laško and its surroundings. This year's festival happening will be especially lively on Sunday when the guests will be able to see the traditional parade with vintage cars and a presentation of local life in the past.

Slovenian-international musical dimension

The music programme stays the most varied among all Slovenian festivals, offering numerous genres from pop and rock to Latino rhythms, funk, musical, electronic dance music, Slovenian national folk music and for the first time also klezmer. This year's festival has an interesting and fresh Slovenian-international dimension. The organisers made the opening of the festival all-Slovenian on all three main stages: Zlatorog, Special (municipal courtyard) and Jubilejnik with the following performers: Nude, Big Band Laško with Nuška Drašček and Modrijani.

On the first day, the biggest **Zlatorog stage** will also present: Riblja Čorba, Dan D and the American band Ugly Kid Joe. On Friday, Zlatorog will feature Prismojeni profesorji bluesa, for the first time ever in Slovenia Bombaj Štampa, followed by the legendary Level 42 and the popular Šank Rock. On Saturday, there will be San Di Ego, Big Foot Mama, Airbourne from Australia, plus an exclusive surprise from the USA.

After the opening on the **Special stage on the municipal courtyard**, there will be another Big Band show by Big Band Krško who will present their Depeche Mode cover called Depeched, which they also performed at the Monterey Jazz Festival, followed by the attraction from the coast – Špičikuc. On Friday, visitors will be able to hear the excellent Teo Collori and Momento Cigano, the outstanding BRO and the Israeli klezmer band Ramzeilech. Here, there will also be a surprise that will be revealed later, but the organisers promise the most lively mixture of musical genres ever heard in Slovenia. The Saturday programme will be opened by Marko Hatlak and FUNtango and their guest Iztok Mlakar, followed by the popular Hamo&Tribute 2 Love, the American band Izzy and the Catastrophics, and one of the currently hottest singers from Spain – Chiki Lora and his excellent band.

At the **Jubilejnik stage**, Modrijani will be followed by the official opening ceremony, and then by the performance of Jan Plestenjak and another highlight by Modrijani. On Friday, the stage will host Ditka, then



the legendary Avsenik trio with the most memorable voices of the Avsenik ensemble – Jožica Svete, Joži Kališnik and Alfi Nipič. The evening will be continued by Tony Cetinski and at the end Alfi Nipič and his ensemble. On Saturday, Poskočni muzikanti will start the programme, while the most attention will surely be received by the British star Samantha Fox with her band and the band Kingston.

On the **Malt stage**, the home of electronic dance music, the organisers present a line-up of recognised Slovenian DJs, who will be joined by the British DJ Mr. Doris on Thursday and by the British duo The Allergies on Friday.

In the **Laško Cultural Centre**, visitors can see the Slovenian musical Alpska saga, which is part of the regular programme and is based on the unforgettable Slovenian band Agropop.

This year's Pivo in cvetje festival again offers over 60 top musical acts. We should also not forget the performances of brass bands and the extremely lively ethnographic and cultural programme. The visual highlight of the festival will again be the glorious interactive Water symphony and fire show, a unique spectacle this year with a historical theme reaching from the times of the Celts and Romans. Because the show is so glorious, visitors will be able to see it on Friday and on Saturday at 10 pm.

Entrance fee with favourable discounts and responsible drinking of alcohol

PLU every year spends a significant amount of money for the organisation of the festival, which also proves that the intentions of keeping and further developing the festival are strong. The festival has found its permanent place in Laško and each year the organisers upgrade the quality of the programme, which is why it became widely known also outside Slovenia. The entrance fee will be 15 euro per day, which is a novelty this year and an additional assurance that the festival is staying in Laško and that investing in the level of its quality and the variety of its offer continues. The Pivo in cvetje Laško festival will still have a very low entrance fee, because visitors can visit up to 15 concerts per day. The price will be even lower for tickets bought in advance; until the end of May reduced by more than 30 %. Organisers invite all festival fans to get their tickets in advance to avoid the queues in front of the ticket sales offices at the festival. There are also discounts for groups – the so-called “6pack” where the person pays 5 tickets and receives 6 tickets – and the family discount where kids aged under 16 can enter for free if accompanied by at least one adult, in which case only the adult pays the entrance fee. Tickets can be bought online on the official website of the festival www.pivoincvetje.si or at the Moje karte sales network, for example at Petrol and OMV gas stations.

There is also a special warning for minors and the organiser will encourage them to drink alcohol responsibly. As agreed with the municipality of Laško and bars and cafes, the legal prohibition of serving alcohol to minors will be strictly followed. As a responsible company, PLU strives towards reducing the number of drunken minors at the festival, which is why it is also not allowed to bring alcohol into the festival area.

The price for parking is really symbolic and is only 3 euro per day per vehicle. The price for camping is 10 euro per person, no matter how long the person stays at the festival.

The traditional partner of Pivo in cvetje Laško is the Slovenian Railroad Company and the organisers are inviting visitors to come to the festival by train, if possible. More information on the arrival at Laško, parking and other logistical directions will follow in future press releases.

Today we published a renewed user-friendly website www.pivoincvetje.si, which is a real information centre both for visitors and journalists and where one can also subscribe to the festival's newsletter.

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