**Curtain Raiser Press Release**

* **Jaipur By Nite on 16 & 17 September**
* **Performance by Euphoria**
* **Night Marathon for the first time**
* **Diya Kumari to be the brand ambassador**

**MELANGE OF MUSICAL AND CULTURAL EVENTS TO ENTHRALL PINK CITY**

Jaipur, 24 August: A high energy performance by the renowned pop band Euphoria at the historic Jaigarh Fort and the first-of-its-kind night marathon will be the highlights of the 2 day ‘Jaipur By Nite’ (JBN) festival scheduled to be held on 16 and 17 September. With Princess Diya Kumari as its brand ambassador, the event will be a blend of the myriad colours of the rich heritage, culture and unique art forms. The 4th edition of the cultural festival is jointly organized by Confederation of Indian Industry (CII), Young Indians (YI) and the Department of Tourism (DOT), Government of Rajasthan. Its prime objective is to promote the Pink City as a tourism , craft and shopping destination.

On 16 September  there will be a cultural and musical evening at Jaigarh Fort. The pioneer of Indian pop music, Euphoria, will rock the stage of JBN with its throbbing compositions. On the same evening, the well known band of Rajasthan’s folk musicians, Rajasthan Roots will present a unique folk fusion. The other attractions for the evening will be Rajasthani Troupe performances like *Kachhi Ghodi, Shekhawati Chang Dhap, Bhope Bhopi, Dhol wale*etc. Yet another attraction for the visitors to the Jaigarh Fort will be puppet show, magic show, parrot card reader, live paintings at night, among others. Needless to say that ethnic food will also be a draw for the participants.

On the next day -- 17 September evening there will be a first of its kind night marathon entitled:  **‘**Jaipur by Nite Marathon’. To begin from Hotel Clarks Amer in the evening, there will be two models – for 10 kms run (age group 14 years and above with timing chip) and for 5 kms (no age limit without timing chip). The marathon will be a distinct activity and unique initiative wherein the participants are expected to join from various parts of the country to witness and promote beauty and heritage of PinkCity in night.

A large number of tourists are expected to visit the Pink City for a unique two-day experience of live music, dance, ethnic shopping and sumptuous food.

Said Princess Diya Kumari: “I am happy to be associated with the unique event ‘Jaipur By Nite’ as its brand ambassador. The festival will promote the Pink City as a tourist destination par excellence by showcasing its vibrant and rich cultural heritage.”