



Media News Release

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RANA plans its annual Holi celebration program on 22nd March, 2014 at Baylands Park, Sunnyvale.

Rajasthan Association of North America (RANA) is a non-profit, non-religious NGO. RANA has been playing a crucial role in educational and cultural interactions in the world, holding aloft the best of Indian traditions and meeting the needs of multiculturalism and integration. RANA, established in 1986, continues this tradition of service through education, community and cultural development in California, USA.

This year RANA expects approximately 1,000 people to enjoy the Holi celebration. Even though it is an Indian festival, RANA Holi attracts people from many different cultures and the mainstream Bay Area community. It is expected to be attended by many local and International dignitaries. In the designated area will take place the charming practice of color throwing / playing colors under the beats of some dance prompting numbers. Hot traditional Rajasthani lunch will be served to replenish the energy for more dance and play.

“We are proud to bring Holi celebrations to bay area every year. It gives immense pleasure to see such a mix of cultures coming together under one banner to experience the ability of people to unite and



transcend boundaries of race, caste, culture, age and gender; or simply having rejoiced the array of cultural performances” says Deepak Sisodia, President of RANA, San Francisco Bay Area. He adds “ Holi is a grand and unique festival of colors, friendship and harmony. It attracts a diverse cross section of Americans and folks from Indian origin. Each year, RANA Holi is growing in popularity and importance”

Holi festival originated to celebrate good harvests and fertility. Holi heralds the onset of spring through a riotous celebration of color. The festival affords a moment to overcome any age, race or economic differences in greeting of fellow revelers with gulal, the colored powder, often mixed with water, which Holi-goers characteristically shower upon each other. Associated with much Indian mythology and legend, Holi is celebrated throughout India in parks, town squares and other public spaces where large crowds gather to play to the accompaniment of folk music.

Holi is an ancient festival of India and was originally known as Holika. Holi is essentially the celebration of various legends associated with the festival.

Holi celebrates the legend of Hindu Goddess Radha and Lord Krishna, which describes the extreme delight Krishna took in applying color on Radha and others. It is said that when Krishna was a young boy, he asked his mother the reason for his dark complexion while Radha was so fair. His mother, Yashoda, playfully suggested that he should smear color on Radha's face and change her complexion to any color he wanted. He liked the idea and since then the play of colors on Holi became part of the festivities.

Each year, the Holi celebration by RANA promises colors, music, dance, lunch and lots of fun for all ages. Videos and photos from our previous Holi celebrations are accessible at our Facebook Page at <http://www.facebook.com/ranabayarea>.

RANA Holi 2014 tickets may be purchased online at <http://www.rana.org>.

Photographs of RANA Holi celebrations from Holi 2013

