

18 March 2009

MEDIA RELEASE

- **Bangla New Year Celebration**
- **BMW Edge Theatre, Federation Square, Melbourne**
- **18 April 2009 (05:30 PM to 07:30 PM)**

The Bangla New Year (Bengali era 1416) will be celebrated in Melbourne this year by SHUROLOK Music Appreciation and Performance Group, a prominent cultural institution based in Melbourne. (www.shurolok.org). The event will take place at the BMW Edge Theatre, Federation Square, the heart of Melbourne on Saturday, 18th April 2009 at 5:30pm.

SHUROLOK, successfully organized a day long Bangla New Year celebration in 2008 at the Federation Square. This was the first time a major event, representing the Bangali community was organized in the prestigious precinct of Melbourne. Bangali New Year shares the same roots with few other calendars followed by Asian countries such as Sri Lanka, Nepal, Thailand and Cambodia, given their common Sanskrit heritage and lunar calendar.

The year begins on *Pobela Boishakh* (first day of the first Bangali month—Boishakh) which falls on 14 April. *Pobela Boishakh, the first day of Bangla calendar year* is indeed a momentous occasion in the life of each and every Bangalee. As a traditional secular event, Bangalis celebrate this event with cultural program and *Mela* – open market, and exchanging greetings. Bengalees greet " *Shubho Noboborsho*" (Happy Bangali New Year). *Pobela Boishakh* is also considered to be the most auspicious month for marriages and new business venture. Shop owners dish up delicious sweets and drinks to restore business connection.

This year's event will feature cultural performance by SHUROLOK artistes, as well as participation by celebrity dancers, musicians and singers from Bangladesh and Kolkata, India. For further information on the program, please contact Mr Atiq Rahman, Media Coordinator (0425 734 342) or Mrs Rezina Hossain, President SHUROLOK (0421040444).

Entry passes are available at various outlets. Interested persons should contact the above members to avoid disappointment.