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elrow goes to MALTA

Worldwide party brand elrow to make Malta debut with September event

Biggest names in electronic music will touchdown at Uno Malta on 15th September



Unleashing a spectrum of colour and electronic sound, **elrow**, the world famous party brand, will touch down in **Malta** on **Saturday 15th September**.

Debuting a spectacular show at **Uno Malta**, the announcement marks **elrow**'s first ever Maltese event with another remarkable bill of house and techno titans to assemble as the acclaimed brand continues to make history across the globe. Creating an atmosphere that is both electric and immersive, **elrow** is famed for psychedelic landscapes and crazy confetti, with the brand described as a place to *'dance like nobody is watching'* through its colourful 150-year-old history.

MTA Executive Chairman, Dr. Gavin Gulia has stated "The Maltese Islands attracting such a prestigious event is another feather in our cap in relation to festival tourism, as elrow has a great reputation and its events sell out extremely quickly. We are very thankful to all those involved in working incessantly to attract such huge events to the islands."

Minister of Tourism, Dr. Konrad Mizzi added that “...festival tourism is a growing niche, and the Maltese Islands are perfectly poised to take advantage of this through stunning locations for parties as well as favourable weather throughout the year. These reasons, together with Malta’s increased connectivity and easy accessibility, means that we can attract scores of younger visitors from around Europe and the world.”

An award-winning experiential event concept and party series founded in 2010, **elrow** have taken the world by storm with their unforgettable party style, pairing elaborate production, interactive performers and zany characters with the best electronic music, placing them as a global reference for circus inspired parties with tickets to the visual spectacles usually selling out in minutes.

With lauded residencies in Barcelona, Dubai, Madrid, New York and of course, Amnesia in Ibiza, **elrow** have recently push to new heights with a Shanghai debut and a festival-scale event at the Queen Elizabeth Olympic Park in London, where Fatboy Slim will headline the August 2018 event.

With the Maltese Islands a hugely popular location for party-goers thanks to shimmering blue waters, sun-soaked weather, and picture-esque views, the island’s easy accessibility, means that Malta is now of Europe’s most in-demand destinations for younger visitors from all around the world. This event is just one of the many featured in the country’s jam packed season which boasts an array of music festivals and celebrations in collaboration with international promoters. These include Malta Music Week, Isle of MTV, Glitch and ABODE on the Rock as well as the success of another sold out edition of Annie Mac presents Lost & Found earlier this month.

Set to bring a decadent touch to the summer calendar on 15th September, the **elrow Malta** party is sure to prove one of 2018’s most hotly anticipated events.

For more information, imagery and press requests please contact: liberty@listen-up.biz and carina@listen-up.biz

For more information on **elrow**, please visit:

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elrow jiġi MALTA

Il-party mondjali elrow se jiddebutta hawn Malta b'avveniment f'Settembru

L-ikbar ismijiet fil-mużika elettronika se jkunu f'Uno Malta nhar il-15 ta' Settembr

Se jasal spettru sħiħ ta' kuluri u ħsjejjes elettronici. Qed nirreferu għal elrow, id-ditta mondjali famuża, li ġejja Malta nhar is-Sibt, 15 ta' Settembru.

Bid-debutt iseħħ f'avveniment spettakolari f'Uno Malta, din it-tħabbira timmarka spettaklu qawwi ta' mużika house u tekno, hekk kif ismijiet kbar se jingabru hawn Malta biex jiktbu l-istorja. Se tinħoloq atmosfera unika, bl-istil uniku psikadeliku li jafu joffru elrow. L-istorja ta' **elrow** bħala kuncett tmur lura xejn inqas minn 150 sena, u spiss jiġu deskritti bħala okkażjonijiet fejn wieħed jintilef f'dinja ta' żfin u mużika.

Iċ-Chairman Eżekuttiv tal-MTA, Dr. Gavin Gulia, qal li l-fatt li l-gzejjer Maltin qed jattiraw dan l-avveniment tant prestiġġjuż ifisser mertu ieħor fit-turiżmu relatat mal-festivals, li kull ma jmur qiegħed jespandi f'pajjiżna, grazzi għal ħidma bla waqfien tal-MTA u l-Ministeru għat-Turiżmu.

Il-Ministru responsabbli mit-Turiżmu, Dr Konrad Mizzi, qal li din in-niċċa fis-settur turistiku hija ideali għall-gzejjer Maltin, li huma f'pożizzjoni perfetta li joffru xeneġġaturi u temp mill-isbaħ. Dawn ir-raġunijiet, flimkien ma' aktar konnettività u aċċessibilità minn u lejn il-gzejjer Maltin, ifissru li eluf ta' viżitaturi żgħażaġħ mill-Ewropa u madwar id-dinja qed jiġu hawn Malta.

Il-kuncett tal-parties **elrow**, imniedi fl-2010, rebaħ bosta premijiet internazzjonali. Il-produzzjoni elaborata, pjattaformi interattivi u karattri partikolari mħallta mal-mużika jagħmlu l-avveniment wieħed li jattira l-attenzjoni ta' eluf kbar madwar id-dinja. Ħafna mill-ispirazzjoni ġejja mid-dinja taċ-ċirklu, u ġeneralment il-biljetti disponibbli jinbiegħu fi ftit minuti.

Elrow għandhom post residenzjali f'Barcelona, Dubai, Madrid, New York u Ibiza. Iżda riċentement stabilixxew ruħhom ukoll f'Shanghai u f'avveniment kbir fil-Queen Elizabeth Olympic Park ta' Londra, fejn Fatboy Slim kien protagonist.

Il-gzejjer Maltin huma popolari ferm ma' min iħobb ix-xena tal-parties. Dan huwa biss wieħed minn sensiela ta' avvenimenti pjanati f'Malta, li jinkludu l-Malta Music Week, Isle of MTV, Glitch u ABODE on the Rock, flimkien ma' suċċessi li għadhom kemm seħħew, bħal Annie Mac Present Lost and Found, aktar kmieni dan ix-xahar.

M'hemm ebda dubju li **elrow Malta** se jkun wieħed mill-aktar avvenimenti indimentikabbli fl-ikalendarju Malti din is-sena.

Għal iktar informazzjoni, ritratti, u domandi relatati mal-mezzi tax-xandir, ikkuntattja lil liberty@listen-up.biz u carina@listen-up.biz



Malta
Tourism Authority

Media Release

Għal aktar informazzjoni dwar **elrow**, żur:

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