

## Press Release

### Dance your way to Dubai on New Year-eve

Chandigarh, Dec 24: Chandigarh is getting decked up and preparing in style to usher in the New Year and say good bye to 2009. Pitching in with new ideas to make the mega event innovatively different this time round, are the Tourism Department of the UT Administration and the Traders Association, Sector 17.

The innovations include dancing and singing competitions and a gift on almost every purchase made in Sector 17. The stage is being set for the week-long mega New Year celebrations where dance partners will try their feet to dance their way to Dubai. The event will be kicked off in Sector 17 Plaza on December 25.

Disclosing this here today, Ms Amandeep Kaur, Director, Tourism, Chandigarh, said that with a view to making the mega event memorable, a number of special features had been added. The dancing couple who won the competition, would be given to and fro air ticket from Delhi to Dubai. The ticket is sponsored by Grand Travels, Sector 17. Those who don the dancing shoes can register themselves by paying an entry fee of Rs 100 at the Tourism Office in Sector 17 and Sector 9.

Another attractive feature of the event will be a singing competition where budding singers can sing their way to prizes. The winner will be given a cash award of Rs 10,000, sponsored by the Business Promotion Council, Sector 17. Those interested can enrol themselves by paying a fee of Rs 50 at the Tourism Office in Sector 17 and Sector 9. So far, 20 dance partners and 75 budding singers have registered themselves for the competitions.

Efforts are being made to promote shopping tourism. With this end in view, attractive offers of shopping schemes will be made to customers. "Attractive gifts will be given to the customers on every purchase," said the general secretary of the Traders Association of Sector 17. The extravaganza is being jointly organized by the UT Tourism Department, ITFT, Chandigarh Business Promotion Council and the Municipal Corporation.

Mr Vinod Kalia, Deputy Director, Tourism, said that arrangements had also been made for pipe music to facilitate every visitor to listen to music. A new stage will be erected in front of Sant Shoes and a big Christmas tree will be formed and decorated. It will illuminate all through the celebrations.

The event holds lot of promises. At the end of the festival, display of fireworks for 30 minutes would be held after the midnight of December 31 to say goodbye to 2009 in a befitting manner, said Mr Kalia. The event will also include evening musical concerts by renowned regional and national singers.