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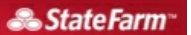
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ROSENBERG, TX: Masala Radio, along with Gujarati Samaj of Houston, India Culture Center and Hindus of Greater Houston, were flooded with only positive vibes about the newly selected venue Seabourne Creek Nature Park in Rosenberg for AAPKA COLORS HOLI – the biggest HOLI in the US – on March 20. “The new park was just as advertised, bigger, beautiful, and very easy to park at,” said Jyoti Bhandari. The 4th Annual Festival of Colors attracted an estimated 12,000 guests, with many new faces, and more non-Indians than ever! The warm weather, and thousands revelling in colored powder, clearly marked the end of winter! “HOLI is one of the few festivals in Houston where I see everyone I possible know, and everyone is busy doing the thing they love!” said Bakula Dhurandar. “My 21 year old son was acting 10 spraying everyone with modern Pichkari’s” and I was happily fixed between food booths and stage!”

Indian Satellite Channel AAPKA COLORS shot all aspects of Houston HOLI for a 30-minute episode featuring especially the spectacular HOLI entertainment. The Main Stage pulsed non-stop with Masala Entertainment and leading Dance School acts emceed by Masala Radio Host Sunil Thakkar (Great Indian Laughter Challenge comdien). Thakkar introduced the each Masala Radio Jockeys and HOLI Management Crew, and the entire team burst out with a “spontaneous” dance performance. Thakkar tickled the guests with his unusual antics beginning with a dhoti tying contest (yes even a woman dared to compete donning the loincloth). A little later he yanked the shirt of a audience-found Salman Khan look-alike, and introducing Houston first “Chindian” Gary Yan, the Hindi-speaking Chinaman from Pune, who just opened Ailing’s Hakka Chinese in Sugarland. Vibrant dance performances, some with as many as 45 participants at once, included Nupur Dance School, Payal School of Dance, Wanted, Anonymous, Hybrid Rhythms, Rhythm India, Nritya Pallavi School, Shivangini School, Vaisakhi 2011, Anjali Center for the Performing Arts, Infused Performing Arts, Sima Gupta, Abhinaya School, Vidhi Nayak, . Masala Entertainment highlight were the Kemaya Fashion Show, featuring nearly 40 models, most who were appearing at HOLI for the first time. Previous Fashion Show hosts were hesitant at showcasing expensing outfits lest they be marred with Holi colored-powder. Kemaya astonished the audience with their heaviest, glittering collections of Tunics (choreographed by Nikki Dhokia), and Sheraras, Saris, and Bridal fashions (choreographed by Arushi Garg of NETIP). The finale of the main stage was a Masala Ent created duet dance contest aptly titled ‘Masala Ne Bana De Jodi’ featuring couples from some of Houston’s leading dance schools: Anjali Center’s Gaurav & Sneha, Shivangini’s Ashka and Mehran, and Hybrid Rhythms’s Sonali and Anand, and the only married couple Yogesh & Shital,. Kohinoor Diamonds Neelofar Ali awarded a diamond pendant to the winning couple, Ashka & Mehran, who captured the audience’s hearts imitating Radha-Krishna. Judges included representatives from Tara Energy, Kemaya Fashions, and the Village School. Masala Ent featured Arnie B singing live his “Master Blaster,” a tribute to cricket llegend Sachin Tendulkar, and enthusiast cricket fans raced to the stage to dance with cricket bats!

Deep Cold and Kamla Punjabi dedicated a new song for HOLI, and then DJ Nish



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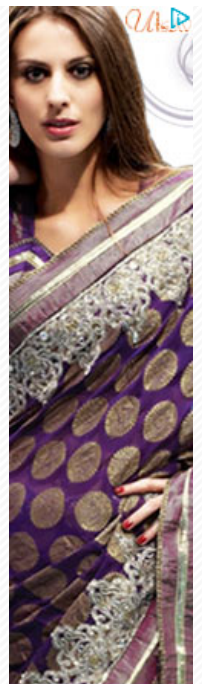
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rocked the afterparty on the stage, while DJ Zee and DJ Rizz attracted their own party on the other side of the park. At random spots, Impromptu dhol players got everyone to stop what they were doing – even eating - and start throwing their hands up in the air, burning with Spring fever.

Kids by the hundreds flocked to the free rides, with the brand new Zorb Ball remaining the biggest hit. Pairs of had all four appendages tied down inside a giant, see-thru plastic ball, and then were pushed downhill! The weak of stomach stuck to the traditional giant slide, obstacle courses, and rock climbing walls.

Masala Radio encouraged everyone to come starving, and starving they came, to enjoy fare from an unprecedented variety of 15 food & drink food booths. HOLI food court featured South Indian cuisine by Madras Pavilion, Udipi Cafe Sugarland, and Princess Indian Cuisine, fine North Indian by Neeta's Indian Cuisine, Great W'Kana Cafe, Mantra Sugar Land, and Mint Spice Bistro, quick chaat (street snacks) from Alpahar Foods, and refreshing cool drinks from Kool Korner Thandai (cool, spiced Indian milk) and sugar cane juice from Baloch Ice Cream and Juices, and for the first time at HOLI, the ever staple pizza from Kid Zone Pizza and Nachos and Sunil Masala pizza from Godfathers Pizza.

The Hindu Festival of Holi originates around the Puranic story of ancient King Hirayakashipu who wanted all to bow to him instead of the Lord Vishnu (one of the Hindu Trinity). Only his son Prahlad refused to bow to him, and openly worshipped Lord Vishnu. Prahlad's evil sister Holika had a boon of withstanding fire, so the King ordered her to carry Prahlad into a huge bonfire, but the boon failed her and Prahlad walked out unharmed, displaying the triumph of Good over Evil. Gujarati Samaj started the symbolic bonfire around 2PM, and guests offered coconuts for blessing.

The audience just didn't want to leave, even though they were tired from running around all day playing HOLI pranks and yelling "Bura na mano, Holi Hai!" (Don't take offense, its Holi!). Rosenberg Police were in full form safely and efficiently guiding the traffic out (as they did in), making it one of the smoothest HOLI so far, and leaving everyone with a yearning for more.

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