

## Sri Lanka wins first place at Berlin 'Carnival of Cultures'

Tremendous boost for tourism



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The "Karnival der Kulturen" (Carnival of Cultures)- a four day event took place from June 6-9, 2014, and the finale was a spectacular parade on the streets of Berlin depicting Sri Lanka's rich heritage and culture with rhythms of resplendent Lanka pervading the area.

Highlight of the event was promotion of Sri Lanka tea and tourism.

Sri Lanka Association in Berlin was mainly responsible for the event the Sri Lankan ethnic community in Berlin rendered their unstinted support in making the event a success said Mohan Galagoda, long time resident in Berlin and former senior staff member of Sri Lanka Embassy in Berlin. The members of the Sri Lanka Association said "We participated in this great event on own initiative in this Carnival of Cultures Parade jointly with the Sri Lankans living in Berlin. In 2012 we won the first place. In 2014 too, we won the award for the best overall performance. It was Sri Lanka's talent in focus in Berlin and hundreds of Germans and expatriates enjoyed the cultural performances by the Sri Lankan youth domiciled in Berlin with great interest and awe. Sri Lanka Tea Board was one of the main sponsors of event and the sachet's of our tea which is known as the world's best was distributed free to those who came to witness the event.

Our girls gave a stunning performance 'tea plucker dance' keeping the foreigners spellbound. They also performed other forms of Sri Lankan dances to a mesmerized audience, said Galagoda.

Galagoda said this year's event was greatly supported by the Embassy of Sri Lanka in Berlin, the Sri Lanka Tourism Promotion Bureau and the Sri Lanka Tea Board. In the absence of a SLTPB/SLTB representative in Germany, the Sri Lanka Association in Berlin made use of the opportunity to showcase Sri Lanka's culture and promote the country as a top tourist destination. We distributed tourist brochures along the parade route and noticed that the German public were quite keen to receive them. They really appreciated the tea sachets supplied by the SLTB which were distributed along the route. The satisfaction gained by the members of the Association and the joy was

immeasurable , as the members did their best promote their motherland. They worked hard for months in training the dance troupe, designing and constructing the float, and their efforts were rewarded at the end with prize money winning first place for the best overall performance.