

Largest Holi On the Beach Celebration in Southern California is Coming to Santa Monica

AID LA-OC chapter, will host the flagship festival of colors, during the weekend of March 14th & 15th at the Santa Monica Pier

THE BIGGEST HOLI CELEBRATION IN SOCAL IS BACK !!!



Association for India's Development LA-OC
brings you its 13th Annual Event

HOLI ON THE BEACH 2020

NEW DECADE.

BIGGER LOCATION.

SAME VIBES.

New Location: Santa Monica Pier

Saturday March 14th & Sunday March 15th

12 PM - 4 PM

Tickets at : www.holionthebeach.com

**TICKETS
\$20***
Kids under 5
Enter for free

Food by
 **Dollywood Zaika**

Beats by
 **MRSH**

Park at
215 Colorado Ave,
Santa Monica, CA 90401

More Info: Omii 818-869-0106 or email us at: aidlchapter@gmail.com

All proceeds from this fundraiser will be utilized for grassroots level projects in India.

*Early-bird price



[holionthebeach2020](https://www.instagram.com/holionthebeach2020)



[AID Los Angeles](https://www.facebook.com/AID.LosAngeles)



Los Angeles, Feb 16, 2020 ([IssueWire.com](http://www.issuewire.com)) - AID LA-OC is announcing the 13th year of “[Holi On The Beach](http://holionthebeach.com/)” festival to celebrate the arrival of Spring. This is a family-friendly festival which brings in a diverse group of over 4500+ people. This year, we will host the festival of colors on **Santa Monica Pier** during the **weekend of March 14th & 15th, 2020**. The two-day festival will feature celebration with vibrant colors, foot-stomping Bollywood music by LA’s finest DJ, delicious Indian food and non-stop fun, done in California style – by the beach and under sunny skies.

Holi is a Spring festival also known as the Festival of Colors. It is popular all around the world today with many communities. This ancient tradition from the subcontinent of India has sparked many variations of events with one that has recently gained popularity known as the Color Run. Leaving its traditional Indian demographics behind, Holi today is celebrated by all communities and people as a coming together for cultures and communities.

Volunteers of the LA-OC chapter from the nonprofit organization AID (Association for India’s Development) have been organizing this event for the Greater Los Angeles community for the last 13 years and it has grown to become the largest Holi celebration in Southern California.

All funds raised through sponsorship, ticket sales, vendor booths, color and merchandize sales go towards development projects that the organization supports in the marginalized rural communities of India. To find out more about the projects that are supported please visit <https://la-oc.aidindia.org/projects/>.

For tickets, sponsorship, media coverage, and other details please visit us at <http://holionthebeach.com/> or email us at aidlchapter@gmail.com

About Association for India’s Development (AID)

AID is a non-profit, volunteer-based organization committed to promoting sustainable, equitable and just development in India (www.aidindia.org). AID collaborates with grass-roots level organizations all over India to promote holistic development in many marginalized communities in various social spheres, including education, healthcare, women empowerment, sustainable agriculture, energy independence, conservation of natural resources, and social justice.

In USA, AID is focused on increasing social awareness among the diverse communities and raising funds to nurture such efforts in India. AID LA-OC volunteers include members from the SoCal student community as well as people from the business and professional communities. AID is registered with US Federal Government as a non-profit charitable corporation under category 501(c)(3). All donations to AID are tax-deductible in the US.



Media Contact

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Source : Association For India's Development LA-OC Chapter

[See on IssueWire](#)