***For Immediate Release***

**Tourism Authority of Thailand, ICONSIAM and**

**Department of Cultural Promotion - Ministry of Culture**

**set for a grand Thai New Year celebration on the bank of Chao Phraya River**

 **“THE ICONIC SONGKRAN FESTIVAL 2019 AT ICONSIAM”**

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**(Bangkok, 3 March 2019)** This coming Thailand’s traditional New Year, Bangkok will see a splendid celebration on the bank Chao Phraya River - **THE ICONIC SONGKRAN FESTIVAL 2019 AT ICONSIAM** from **April 11-15 2019 at ICONSIAM.**

This festivity is made possible by **the Tourism Authority of Thailand, ICONSIAM** and **Department of Cultural Promotion - Ministry of Culture,** in association with **government and private sectors including Bangkok Metropolitan Cultural Council, Kasikorn Bank, SOOKSIAM, The Association of Chao Phraya Commerce and Business and Chao Phraya riverside communities**.

The five-day grand celebration will featured endless list of Thai traditional and cultural activities. The event announcement was made at the press conference on 2 April 2019 at ICONLUXE Hall, 1stFloor, ICONSIAM, Charoen Nakorn Road, Bangkok.

 Narong Chearavanont, **Vice Chairman of ICONSIAM**, said that “ICONSIAM has always cherished Chaophraya River and the Thai cultures and tradition that has flourished along the river. And for the coming Thai Traditional New Year, our focal point is definitely staging a feast to preserve and pass on Thai cultural heritage to the world. **“THE ICONIC SONGKRAN FESTIVAL 2019 AT ICONSIAM,”** will showcase highlights of each Thai era through numerous activities and events that spanned across 750,000-square-meter of our riverside property – the city of glorious eternity.

 Experience the spirit of Thai with **Buddha Bathing Ceremony** where devout Buddhists pour scented water on buddha images for New Year blessings. Four most highly worshipped Buddha images of each Thai era will be graciously presented - Shinnasri Buddha from the Sukhothai period, Nimit Vichitmarn Molee Sri Sanpetch Borom Tri Lok Nart Buddha representing the Ayudhya period, Buddham Viseth Sasada Buddha from Thonburi Dynasty and Siam Dheva Thirat Buddha of the Rattanakosin period.

 Also on display will be **Songkran** **Exhibition**, depicting the festival’s history and tradition, **cultural performances** like Viva Songkran Dance, Silk Reeling Dance, traditional drumming or Klong-Sa-Bad-Chai and traditional North-Eastern Thailand dancing or Vichanee Serng Tung Wai. Visitors can also take parts in free **Traditional Thai Heritage Workshops** such asmaking scented fan and scented water, Thai-pattern fabric painting and the art of fruit and vegetable carving, plus dressing in Thai traditional costumes for photo opportunities, all free of charge.

 Top Thai actresses will light up the **ICONSIAM Songkran Niramit Procession** that portrays traditional Thai’s court culture in four eras – Sukhothai, Ayudhaya, Thonburi and Rattanakosin. Four actresses including **Ann Thongprasom, Natapohn ‘Taew’ Taemeeruk, Woranuch ‘Nune’ Bhirombhakdi,** and **Chalida** ‘**Mint’ Vijitvongthong** will led the exquisite parade as Songkran Goddess or Tungsa Dhevi in custom-designed traditional costumes that represent each glorious period. The festival will also featured a concert from **Nont Tanont** and **Da Endorphine** plus **water splashing with the “Cute Boys”** along the Chao Phraya River.

 In addition, **SOOKSIAM @ ICONSIAM and Thai Beverage PLC** will co-host “**SOOKSIAM Yoo Yen Pen Sook @ ICONSIAM,”** where the stories along the majestic river are connected and intertwined. Seven activities that embrace the typical Thai happiness or Sook also awaits. “*Sook Som Wang”* willallow people to bathe the Buddha images from 4 regions of the country. “*Sook Sueb Sarn and Sook Sampan”* is an opportunity to pour water on Ban Bang Khae elderly’s hands for their blessings. ‘*Sook Sanook”* will offer Ferris wheel, egg pond game and sand pagoda making. “*Sook Saneh”* will be a Songkran beauty pageant contest in the *Sook Siam City. “Sook Saeb”* willdeliver arrays of delicious Thai cuisines from different regions. “*Sook Sang Sun”* will indulge shoppers with Thai hand-craft products.

**Yupa Panrod**, Executive Director Events Department at the Tourism Authority of Thailand (TAT), added that “The collaboration to organize this event - ICONSIAM Magnificent Chao Phraya Grand Songkran Celebration Festival at ICONSIAM, the country’s latest landmark and tourist destination, is major. Thanks to ICONSIAM and its allies and all the riverside communities, both government and private. This event will be a key celebration of Thai tradition, a great Thai tourism promotion and an underlying message that the historic Chaophraya is a national iconic landmark and one of the world’s best tourist destination.

At the press conference, the entire area was magnificently turned into an ancient city depicting the glory of the four historical periods. Top-notch actress **Woranuch ‘Nune’ Bhirombhakdi** joined the Chaophraya Maha Songkran Wonder performance. Featured also were SOOKSIAM parade and Buddha Bathing. Joining the press conference were Capt. **Prinya Rakvathin** - President of Association of Chao Phraya Commerce, and **Thiranant Chuangpichit** -Chairman of Kadeejeen-Khlongsan Neighborhood Foundation. Celebrities also joined in Thai costumes including **Kleddao Panichsamai**, **Chantaraladda Yugala, Kuntinee Krairiksh, Sopidnapa ‘Jeab’ Chumpanee** , and **Nont Tanont.**

 Join **THE ICONIC SONGKRAN FESTIVAL 2019 AT ICONSIAM”** during April 11-15 2019 at ICONSIAM. For more information, please contact Tel. 02-495-7080 or Facebook: [www.iconsiam.com](http://www.iconsiam.com).

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