

Welcome to the

Midsummer night

to remember!



WHEN?

From **June 23** to **June 24** (in harmony with the summer solstice and St. John's Day in Latvia)

ENTRANCE FEE

Free
(included in 2018 JCI European Conference price)

MIDSUMMER CELEBRATION

EC2018 team warmly invites you to prolong the special JCI spirit of 2018 JCI European Conference by participating in our Midsummer celebration, summer solstice festival. This festive day (called Līgo or Jāņi) is the most important and beloved national holiday in Latvia and is celebrated with great enthusiasm throughout the country. The Latvian tradition is to celebrate the shortest night by staying up to greet the rising sun just as their ancestors did centuries ago. Latvians sing, dance, eat and rollick during Līgo, and music is a central uniting element during Midsummer celebrations which brings a special mood and festive spirit.

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Midsummer

2018
RIGA | LATVIA
JCI European Conference



LĪGO FESTIVAL

Everyone is invited to attend Jurmala city public Līgo festival at Ambers' Beach (in Latvian: Dzintaru pludmale). During public Līgo festival you will have the opportunity to enjoy a unique program including a festive concert and open-air party with dancing. A special atmosphere will be created by surrounding bonfires. One of the fun Latvian traditions involves jumping over the bonfire, so bring your hot pants! It is even believed that if couples leap holding hands, a magical force of the flames binds them together. During Līgo night, romantic couples leave the crowd to look for the “flower of the fern”, which is alleged to bloom only during the night of Jāņi. Jānis is the most popular Latvian personal name. “Jānis” is the equivalent of “John”. Any man whose name is John has a special status during the Līgo-Jāņi festival.

TRANSPORTATION

Transportation will be provided from the HQ hotel to Jurmala and back, but we encourage you to fully enjoy the real Līgo spirit by staying closer to nature and out of the capital city crowds. We recommend that you stay at the beautiful seaside town Jurmala for the night after the celebration is finished to have relaxing moments and enjoy the hospitality of Jurmala hotels.

Let's discover ancient Latvian rituals, celebrate life, and catch the sunrise together!



ABOUT JURMALA CITY



<https://www.visitjurmala.lv/en/about/facts-and-history/>

NORTHERN RIVIERA

Jurmala is often called the “Northern Riviera”. It is the most popular seaside resort in Latvia and the biggest one in the Baltic States. With its white, sandy “Blue Flag” beaches, healthy pine forest air, mineral waters, flourishing spa culture and health centers, Jurmala will help you renew your strength and fully enjoy life. Today Jurmala is one of the few oases where one can still find that rare luxury of harmony between nature and the urban environment.

GEMS OF JURMALA

Jurmala has been known as a resort for centuries. Its breathtaking seaside is full of life and energy in summertime. Clean, safe and well-equipped beaches are surrounded by majestic pine tree forests which heal you with natural aromatherapy. Jurmala is the first Latvian city to be admitted to the European Spas Association. You can sunbathe, swim in the sea, or partake in sports activities at Jurmala beach.

Jurmalas' wooden architecture with its *art nouveau* seaside villas is one of the distinguishing features in Jurmala. Enjoy a beautiful walk along Joma Street to feel the lively side of Jurmala. Dive into fine dining restaurants on the promenade or pamper yourself with shopping in amber boutiques. Baltic amber is one of the oldest ambers in the world and is known for its amazing healing properties.

The combination offered by Jurmala inspires, refreshes, and enriches all who spend time there.

LOCATION

Jurmala is situated on the Gulf of Riga, west of Riga, just 25 km from the city center and 15 km from Riga's international airport. Jurmala is surrounded by water from two sides: the city's southern side runs along the banks of the Lielupe River while the city's northern edge opens upon the Gulf of Riga. Jurmala stretches for 26 kilometers along the Gulf of Riga. Jurmala's central section called Majori is usually full of people enjoying the sun and waves while the center of Jurmala's cultural life is Dzintari Concert Hall where excellent classical music performances take place in Dzintari Concert Hall.

GETTING TO JURMALA

Transportation will be provided from the HQ hotel to Jurmala, but you can enjoy the local experience and take a train to Majori station. The train ticket only costs EUR 1.40 and Riga central station is located next to Riga Central Market which is Europe's largest market and bazaar in Riga and has been included in the UNESCO World Heritage Site list together with Old Riga. So take an exciting sightseeing just before your train trip to Jurmala. Trains are running regularly as Jurmala is a highly popular destination in the summer. When going to Jurmala by car, you will have to pay an entrance fee of EUR 2.



