PRESS RELEASE

**Pohoda offers visitors the chance to enjoy the festival forever with a new infinite ticket**

**Today, Pohoda has officially launched the sale of the infinite Pohoda Forever ticket, offering attendees infinite entry to the festival and a host of additional perks.**

Limited to just 500 pieces, this special ticket costs 990 euro including all benefits. Holders of the Pohoda Forever will never need to purchase another Pohoda ticket again, and it's even inheritable, allowing the benefits to be passed down through generations of festival enthusiasts.

Additional perks of the Pohoda Forever ticket include fast track entry to the festival through a dedicated corridor, delivery of the festival wristband to the doorstep, a welcome package with a beautifully designed Pohoda Forever card, an infinite merchandise discount, a 48-hour priority purchase of selected services, and other gifts or surprises throughout the year.

The organisers have also considered those who have already purchased a ticket for the 2024 edition – when they purchase the Pohoda Forever, the price of the ticket they have already bought will be deducted. However, the ticket will still be valid, allowing it to be given as a Christmas present, if they wish.

If they purchase this new ticket by midnight on December 20, the organisers promise that they will receive it before Christmas.

***We take pride in our visitors – we often say that if there were an award for the best festival audience, Pohoda would be the clear winner. We want to please those who come to Pohoda, those who want to return year after year, those who trust and support the festival. They are an important part of our 27-year history and help create our unique magical atmosphere. For these die-hard festival-goers, we have prepared the infinite Pohoda Forever ticket with a number of benefits that we think they deserve. We look forward to many more great years together with them and those who have yet to discover Pohoda," adds Pohoda's CEO Michal Kaščák***.

For more information, visit the Pohoda website: [www.pohodafestival.sk](http://www.pohodafestival.sk)

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**PressKit Pohoda Forever:**
<https://drive.google.com/drive/folders/161keFDwiQhJdjsCqumhf0WRvR0M-q5LF>

**PressKit Pohoda 2023:**
<https://drive.google.com/drive/folders/1bEgMh-vxgbmu8xU4iRFp_3fSvEhNTZaA>

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Media contact:

**Jozef Hámorský**

PR & Media

Phone: +421 944 089 277

jozo@pohodafestival.sk

<http://www.pohodafestival.sk>