

**FOR IMMEDIATE RELEASE**

**TICKET SALES BEGIN 8<sup>th</sup> OF MARCH FOR THE 22<sup>nd</sup> EDITION OF IIFA WEEKEND & AWARDS – YAS ISLAND, ABU DHABI**

**IIFA IN COLLABORATION WITH EXPERIENCE HUB TO KICKSTART TICKET SALES FOR THE MOST-AWAITED EVENT OF 2022**

**INTERNATIONAL INDIAN FILM ACADEMY (IIFA) WEEKEND & AWARDS WILL BE STAGED IN UAE CAPITAL AS IIFA UNITES THE WORLD TO SHOWCASE CINEMATIC EXCELLENCE**

#IIFAYASISLANDABUDHABI2022

**7<sup>th</sup> March 2022, Mumbai:** The grandest celebration of Indian Cinema, the International Indian Film Academy and Awards, is set to thrill fans with its 22<sup>nd</sup> edition in **Yas Island, Abu Dhabi on MAY 20<sup>th</sup> and 21<sup>st</sup>, 2022**. An announcement was made for **ticket sales for IIFA Yas Island, Abu Dhabi, 2022**. Hosted by Bollywood megastar Salman Khan and Riteish Deshmukh, the highly anticipated event promises to be a mélange of glitz and glamour with stunning performances from Bollywood's superstars including- \_\_\_\_\_ among others. (TBC)

With excitement increasing all over the world, people can now get an opportunity to buy tickets to the biggest celebration of Indian Cinema on <https://www.etihadarena.ae/en/box-office> (TBC) or you can head to [www.yasisland.ae](http://www.yasisland.ae) where fans can add all that they need for their visit to Yas Island as a travel package beginning Tuesday, 8<sup>th</sup> March, 2022, 10.30am IST. The price denominations range from AED prices 110, 220, 330, 440, 550, 1000 and 1350. **(Please note additional charges, terms & conditions may apply).** \_\_\_\_\_.

The event will take place at the Middle East's largest state-of-the-art indoor entertainment venue, Etihad Arena, part of Yas Bay Waterfront on Yas Island, Abu Dhabi, in collaboration with the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), and Miral, Abu Dhabi's leading creator of destinations and magnetic experiences.

NEXA from Maruti Suzuki India Limited continue their partnership for the sixth consecutive edition of IIFA. **Talking about the association Mr. Shashank Srivastava, Senior Executive Director, Marketing and Sales, Maruti Suzuki India Limited said,** "As the Nexa IIFA Awards are celebrated at Yas Island, Abu Dhabi on May 20<sup>th</sup> & 21<sup>st</sup>, 2022 we stand committed to our partnership for the 6<sup>th</sup> consecutive year. IIFA is the right mix of glamour showcased in a weekend celebrating the best artists in Music, Fashion & Indian film industry every year. It demonstrates the ultimate experience in global entertainment resonating with the NEXA core values of Inspire and Create. Through the Nexa IIFA Awards, we continue to activate a wholesome partnership while creating a high impact entertainment content. We wish to continue enthralling and engaging our customers as the world celebrates the success of the human spirit at the IIFA Awards. Follow #IIFA2022 #NEXA #CreateInspire as we continue to create magic."

Yas Island is one of the world's fastest growing leisure and entertainment destinations, located on the golden shores of Abu Dhabi. Home to magical adventures and awe-inspiring entertainment, as well as three globally renowned theme parks, outstanding motorsports, an award-winning golf venue and world-class hospitality services, Abu Dhabi's Yas Island is a destination like nowhere else.

Alongside the arena and Yas Bay, guests visiting Yas Island will also be able to enjoy a variety of experiences. From award-winning theme parks, the record-breaking CLYMB™ Abu Dhabi, the capital's largest mall, 160 dining options, a scenic beach and mangroves, luxurious hospitality stays and so much more, there's a lot to explore!

**Fans and media are welcome to keep abreast of the latest news and details on IIFA and Hindi cinema by logging on to [www.iifa.com](http://www.iifa.com) or checking out the social media handles:**

#### FOR FURTHER DETAILS VISIT

- IIFA Website [www.iifa.com](http://www.iifa.com)
- IIFA social media handles:
- Instagram - <https://www.instagram.com/iifa>
- Twitter - <https://twitter.com/iifa>
- Facebook - <https://www.facebook.com/IIFA/>
- **For further queries, please contact: Wizspk Communications | PR [iifa@wizspk.com](mailto:iifa@wizspk.com)**

#### About IIFA (International Indian Film Academy)

IIFA is dedicated to building bridges across cinemas, businesses, communities and nations, creating everyone's dream: "One People. One World". IIFA is the most appreciated South Asian film academy and a global platform that gives the Indian film fraternity an opportunity to reach audiences in international territories. The alliances made via the platform of IIFA provide huge benefits and gain to India and an equally important objective is to create similar benefits in the host country. The aim is to establish a system of mutual benefit to both India as well as the host destinations by boosting tourism, economic development, trade, culture, cross-border investments and film co-productions. The IIFA Weekend & Awards each year and travels to new, exciting and beautiful destinations, taking the film fraternity to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience. [www.iifa.com](http://www.iifa.com)

#### About the Department of Culture and Tourism – Abu Dhabi

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the Emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

For more information about DCT Abu Dhabi and the destination, please visit [tcaabudhabi.ae](http://tcaabudhabi.ae) and [visitabudhabi.ae](http://visitabudhabi.ae)



## About Miral

Miral is Abu Dhabi's creator of destinations, uniting people and places through unique, immersive and exciting experiences. Responsible for the development and management of Yas Island, Miral's assets encompass entertainment, hospitality, leisure, sport, dining, retail, and real estate destinations. Today, Yas Island is home to Ferrari World Abu Dhabi, Yas Waterworld Abu Dhabi, Warner Bros. World Abu Dhabi, CLYMB™ Abu Dhabi, Yas Links Golf Course, Yas Mall, Yas Marina Circuit, Yas Marina and eight hotels, including Hilton Abu Dhabi Yas Island located on Yas Bay, the soon to be Abu Dhabi's premier waterfront destination.

For more information, visit <http://www.miral.ae>

## About Yas Island

Yas Island is one of the world's fastest growing leisure and entertainment destinations, located on the golden shores of Abu Dhabi - just 20 minutes from downtown Abu Dhabi and 50 minutes from Dubai. Yas Island offers holiday makers a diverse mix of award-winning leisure and entertainment experiences, from one-of-a-kind theme parks, world-class shopping and superb dining, to a links golf course, exciting water and motor sports, and spectacular musical, entertainment and family events... all within the 25 sq km Island. Today, Yas Island is home to the award-winning theme parks Ferrari World Abu Dhabi, Yas Waterworld, Warner Bros. World Abu Dhabi, the record-breaking CLYMB™ Abu Dhabi, Yas Marina Circuit (home to the FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX™), Yas Marina, the award-winning Yas Links golf course, as well as Abu Dhabi's largest mall, Yas Mall. With hotels, including W Abu Dhabi - Yas Island, Hilton Abu Dhabi Yas Island, Crowne Plaza Yas Island Abu Dhabi, Yas Island Rotana, Centro Yas Island by Rotana, Radisson Blu Hotel Abu Dhabi Yas Island, Park Inn by Radisson Hotel Abu Dhabi Yas Island and Staybridge Suites Abu Dhabi Yas Island, plus more than 165 dining experiences, the destination also features indoor and outdoor concert venues including MAD and Etihad Arena - all of which are complemented by a range of visitor services that connect all attractions to one another.