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Viking Line and Provinssi to hold a floating rock festival

Viking Line and Provinssi, one of Finland's best known rock festivals, are arranging Finland's first festival cruise on board the M/S Viking Grace on December 27. The "Viking Line goes Provinssi" cruise will offer a wide assortment of popular acts and big stars in Finnish music. Some of the artists performing at next summer's Provinssi festival will also be announced on the cruise.

As many as five of Finland's top artists will take the stage on the "Viking Line goes Provinssi" cruise – Sanni, who among other things has been a hit on the musical programme *Vain elämää*; this year's hottest Finnish rap artist, Paperi T; the ever popular Olavi Uusivirta; festival favourite Disco Ensemble, which has also had international success; and Tiisu, celebrated as the saviour of Finnish rock.

"We want to create a summery festival atmosphere in a brand new setting and in the middle of winter. Provinssi is a natural partner for us, since the purpose of both cruises and festivals is to relax, have fun and enjoy a diverse programme together with one's friends," says Kaj Takolander, Viking Line's Vice President and Head of Sales and Marketing in Finland.

Provinssi underwent an extensive make-over, and last summer's festival attracted some 78,000 visitors to the city of Seinäjoki. That was the second highest attendance figure in the history of the festival. The combination of festival and cruise offers music lovers a totally new experience.

"Provinssi is one of Finland's most traditional and best known festivals, and we have continually developed the concept. Last summer we presented a large number of new features, and it was clear even then that we want to continue surprising our audience and further pick up the pace. The coming December festival cruise represents a new achievement that we are very enthusiastic about," says Sami Rumpunen, Provinssi's festival director.

Tickets for the "Viking Line goes Provinssi" cruise can be booked on Viking Line's website. All performances are included in the ticket price.

Additional information:

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