

Alternative Greek Traditional Music Festival: **Gidiki & Thrax Punks Live in Copenhagen**

Project Description:

Dive into the vibrant world of alternative Greek traditional music at the *Alternative Greek Traditional Music Festival*, featuring Greece's innovative bands *Gidiki* and *Thrax Punks*. Taking place on **May 18, 2025**, at *Pumpehuset* in Copenhagen, this event reimagines tradition with a bold, experimental twist.

The festival is an inclusive celebration, welcoming **everyone**—regardless of age, origin, color, or abilities. It's a space where music transcends barriers, fostering unity, connection, and joy.

About Thrax Punks

Since their formation in 2008, *Thrax Punks* have been pioneers of genre-defying music, blending Thracian traditional sounds with punk energy and global influences. Their dynamic performances and fearless experimentation, captured in their live demo album “ΠΑΝΚΟΠΑΝΗΓΥΡΟΨΥΧΕΔΕΛΕΙΑ”, have redefined the boundaries of Greek music.

Thrax Punks Band Members :

- George Stavridis (Davul, Thracian Lyre, Vocals)
- Vaitsis Charakopidis (Gaida, Kaval, Zurna, Vocals)
- Panos Gkinis (Electric Guitars)

About Gidiki Band

Formed in 2015, *Gidiki Band* has captivated audiences with their fresh take on Greek traditional music. Their improvisational style, use of traditional instruments, and innovative sound have turned each live performance into an evolving “urban celebration.” Their 2023 debut album “ΑΗΟΥ” is a testament to their unique approach to blending tradition with modern influences.

Gidiki Band Members:

- Tasos Kofodimos (lute, vocals)
- Konstantinos Lazos (clarinet, bagpipes, guitar, vocals)
- Kostantis Papakonstantinou (percussion)
- Thodoris Sioutis (violin, vocals)

Festival Details

- **Date:** Sunday, May 18, 2025
- **Time:** 19:00
- **Venue:** Pumpehuset, Copenhagen

Why Attend?

This *Alternative Greek Traditional Music Festival* transcends the ordinary, offering a unique blend of musical heritage and modern creativity. With *Gidiki* and *Thrax Punks* at the helm, the night will celebrate diversity and innovation, providing a space for people of all backgrounds to come together in harmony.

PR and Marketing Strategy

Our PR strategy centers on **social media engagement**, supported by sponsored advertisements and creative content. Here's how we're spreading the word:

- **Social Media Campaigns:** Platforms like Facebook, Instagram, and TikTok are the heart of our outreach. Regular posts, stories, and reels keep the excitement alive, while sponsored ads expand our reach.
- **Contests:** We're running engaging social media contests to build community involvement and generate buzz. Prizes include concert tickets, merchandise, and exclusive festival perks.
- **Dynamic Marketing Materials:** We're producing high-quality promotional videos, behind-the-scenes content, and artist features to captivate and inform our audience.
- **Limited Hard Copy Materials:** While our primary focus is digital, we're complementing our strategy with carefully designed posters and other material. This multi-channel approach ensures we connect with a diverse audience while minimizing environmental impact.

Don't miss this celebration of culture, music, and inclusivity. Secure your tickets today and join us for a night that will resonate long after the final note!

