



DESIFEST 2024: A Rainy Triumph with Over 20,000 Fans Dancing Until 11 PM, Excitement Builds for Year 19

TORONTO, ON, CANADA, June 13, 2024 /EINPresswire.com/ -- Not even the rain could dampen the magic of [DESIFEST](#) 2024! Over 20,000 passionate fans braved the weather, dancing and celebrating in the heart of Toronto at Yonge-Dundas Square until 11 PM, proving that nothing can stop the spirit of South Asian culture and music.

DESIFEST, proudly presented by TD, once again showcased its power to unite and inspire. The stage came alive with electrifying performances from artists who left everything on stage, infusing their sets with unparalleled passion and energy. This year's festival was made even more special by the presence of Toronto's Mayor, Olivia Chow, who addressed the audience, marking a historic moment as the first mayor in 18 years to join DESIFEST.

"We're overwhelmed by the resilience and enthusiasm of our fans," said Michelle Ladha, COO and Co-founder of DESIFEST.

"Despite the rain, the energy was electric, and the love for South Asian culture was undeniable. Our artists delivered electrifying performances that will be remembered for years to come."

Fans came prepared for the rain and many stayed the whole day, dancing and singing in the rain. This unwavering support was heartwarming and highlighted the community's dedication to celebrating South Asian culture. Social media buzzed with highlights and viral moments, capturing the joyous spirit of the day.

A huge shoutout to our incredible sponsors – TD, A&W, Schoolio, Pearson PTE, Net Premier League (NLP), BRITA, [House of Bala](#), and Secret Deodorant (Procter & Gamble) – for their unwavering support. Our heartfelt thanks also go to the food vendors and media partners who made this event a culinary and cultural feast.

"DESIFEST is more than a festival; it's a movement. We are dedicated to fostering inclusivity, celebrating diversity, and building stronger communities through the universal language of music. Through the support of initiatives like the TD Ready Commitment, we are proud to create an event that unites people from all walks of life and highlights the vibrant tapestry of South Asian culture," said [Sathish Bala](#), CEO and Founder of DESIFEST.

The real heroes behind DESIFEST's success are our dedicated team members who worked tirelessly to create an unforgettable experience. Their passion and commitment ensured that DESIFEST remains a cornerstone of Canadian South Asian culture.

Looking forward to 2025, we are thrilled to start on the programming and continue our mission to create opportunities for the local South Asian music community while highlighting the global success and impact of South Asian artists.

DESIFEST, along with our sister company House Of Bala, runs year-round programming including open mic events, educational webinars, artist development, and funding to help the music and arts community thrive and grow.

As we look forward to the 19th year of DESIFEST, we are filled with excitement and anticipation. Next year promises to be even bigger and better, with more incredible artists, more vibrant celebrations, and more unforgettable moments.

Stay tuned for more details about DESIFEST 2025 and join us in continuing the tradition of celebrating the rich tapestry of South Asian culture, art, and music. For the latest updates, visit [www.DESIFEST.ca](<http://www.desifest.ca>).

Sathish Bala

DESIFEST

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