



SINCE 1998

Boryeong MUD FESTIVAL

SOUTH KOREA



RAISING THE ANCHORS

OF THE BORYEONG MUD FESTIVAL

We are excited to announce the most anticipated annual festival in South Korea, the 17th Boryeong Mud Festival, taking place from the 18th to 27th of July 2014.

The Boryeong Mud Festival is an annual festival which takes place during the summer time in Boryeong, a town 200km south of Seoul, South Korea. Of the numerous festivals in Korea, and with over 3 million visitors annually, it is the Boryeong Mud Festival that attracts the largest number of international visitors. During the festival period, tourists flock to the area to experience the beneficial properties of the Boryeong mud, and also to have lots of fun. Fully immersed in both the mud and the festival's great atmosphere, visitors enjoy mud wrestling, mud sliding and even swimming in the Mud Mega Tub. Visitors feeling particularly energetic can try the marine Mud-training Course, whilst those looking for something more chilled can relax in the Mud Massage Zone. In the evening, music and fireworks continue the party on the beach.



MAKING MUDDY HISTORY



THE GRIMY ORIGIN

OF THE BORYEONG MUD FESTIVAL

The first Mud Festival was staged in 1998 and, by 2013, the festival attracted over 3 million visitors to Boryeong.

The mud of Boryeong mud flats is considered to be rich in minerals and is used to manufacture cosmetics. In fact, the festival was conceived to promote a range of cosmetics that were produced using mud from the Boryeong mud flats. The festival has grown more popular ever since. In 1996 a range of cosmetics was produced using mud from the Boryeong mud flats. The cosmetics were said to be full of minerals, bentonite, and germanium, all of which occur naturally in the mud from the area. In order to promote these cosmetics, the Boryeong Mud Festival was conceived. Through this festival, it was hoped people would learn more about the mud and the cosmetics. The festival has become popular with both Koreans and western tourists, as well as American Military personnel stationed in the country, and foreign English teachers working in Korea.



WELCOME TO MESSY MAYHEM



GETTING DIRTY

AT THE BORYEONG MUD FESTIVAL

The Boryeong Mud Festival has attracted the eye of the international media and it is considered a global event, drawing in people from all countries. More than 200 foreign press passes were issued last year to international reporters. Please find all of the information including an event guide, photos, videos, press releases, and current media coverage in English, Korean, Chinese and Japanese at www.boryeongmudfestival.com or visit the official Facebook page at www.facebook.com/boryeong.mud.festival/ for more information.



FUN IN THE MUCK

CONTACT US

FOR MORE INFO ON THE BORYEONG MUD FESTIVAL

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Website: www.boryeongmudfestival.com

Host: Boryeong-Si (Boryeong City)

Festival Period: July 18 - July 27, 2014

Place: Boryeong City, Deacheon Beach & City Center