







La Tomatina is a festival that is held in the Valencian town of Buñol, a town located 30 km inland from the Mediterranean Sea in which participants throw tomatoes and get involved in this tomato fight purely for fun. It is held on the last Wednesday of August, during the week of festivities of Buñol

At around 10 AM, festivities begin with the first event of the Tomatina. It is the "palo jabón", similar to the greasy pole. The goal is to climb a greased pole with a ham on top. As this happens, the crowd work into a frenzy of singing and dancing while being showered in water from hoses. Once someone is able to drop the ham off the pole, the start signal for the tomato fight is given by firing the water shot in the air and trucks make their entry.





