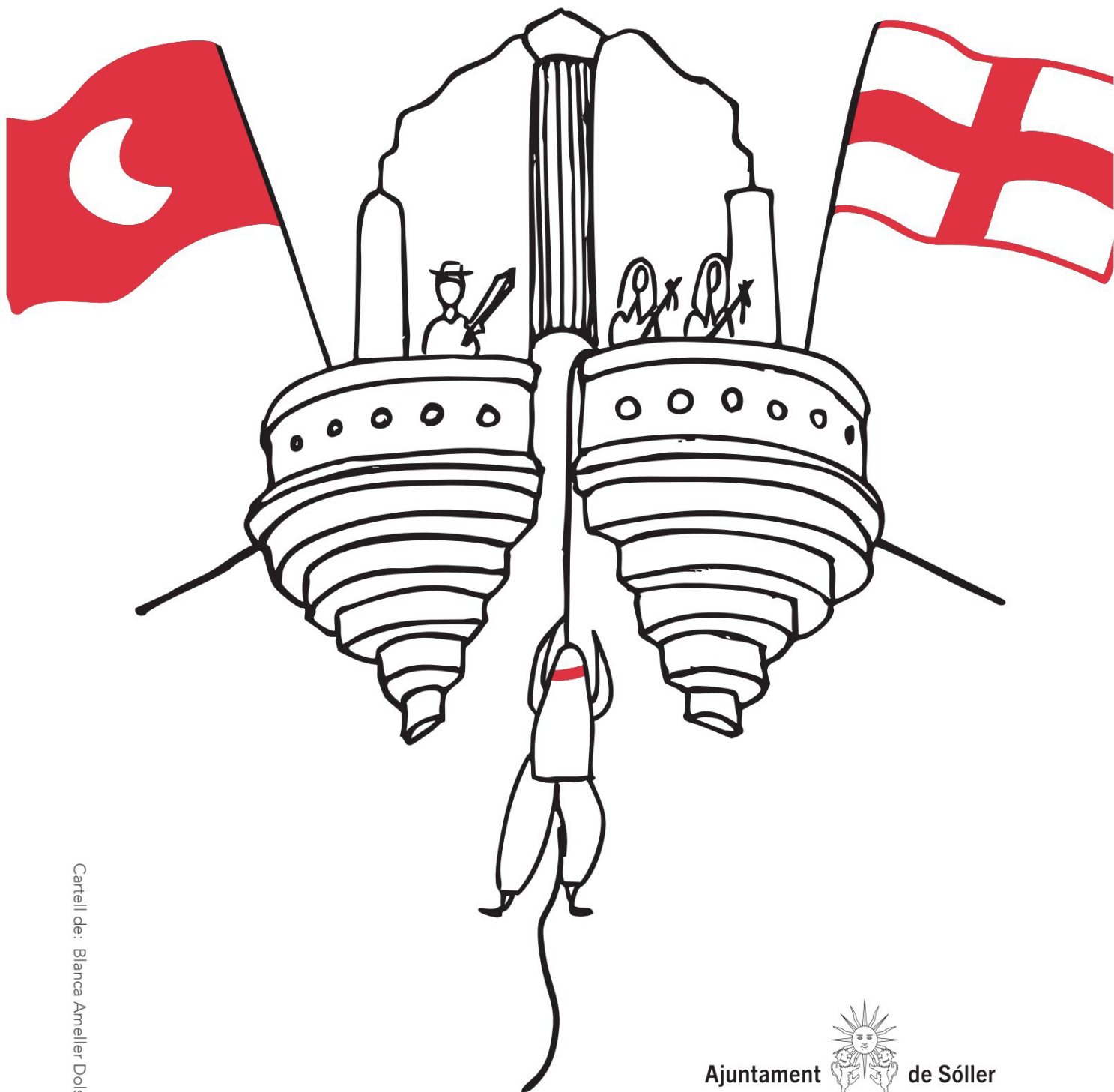




Ajuntament de Sóller



Winning poster:
Caterina Marroig Panteno.



Cartell de: Blanca Ameller Dolís

Miquel Nadal Vaquer,
Mayor of Sóller.



Dear Sollerics,

With the pride and excitement of those who love their roots, we are once again preparing to experience one of the most anticipated moments of the year: our Sa Fira and Es Firó festivals.

The commemoration of 1561, when our people courageously defended themselves against the landing of the Turkish-Algerian armada, continues to be much more than a historical reenactment. It is a tribute to our fighting spirit, collective strength and the sense of belonging that makes Sóller a special place.

This year, we celebrate these holidays again with the same passion as always and, as could not be otherwise, with more desire than ever to go out into the streets, make the town and share moments of joy with family and friends. It is a privilege, as mayor, to be able to live these holidays by your side and feel the warmth of an entire town that vibrates together.

From the City Council's Festivities Department, together with the May 11 collective, we have worked with great enthusiasm to offer you a program rich in events for all audiences, designed to be enjoyed with respect, civility and joy. Your participation is key to making Sa Fira and Es Firó exemplary festivals, full of life and meaning.

I would like to wholeheartedly thank the involvement of all the entities, groups and associations that, with their effort and commitment, have made possible celebrations that are a faithful reflection of who we are: a vibrant people, committed and proud of their history and culture.

I encourage you to take to the streets, to experience each event with intensity and to continue keeping alive this tradition that unites and represents us.

Long live Sa Fira and Long live Es Firó!


Miquel Nadal
Mayor of Sóller

PROGRAM 2025

MAY 01. THURSDAY

At 11 a.m.	<p>in the square: A storyteller with the Caparrots!</p> <p>Get to know the fair's heroes and the legend of the Brave Women.</p> <p>Organized by: Estol de Tramuntana.</p> <p>Collaborators: Collective of Pageses, Collective of Sant Ponç Pagesos 1561 and Collective of Moors 11 May.</p>
At 12 o'clock	<p>in the square: 1st Meeting of Traditional Music, hosted by the Xeremiers de Sóller.</p>
10:45 h	<p>Meet at Can Dulce.</p>
11:45 h	<p>Parade to the Plaza.</p>
12:00 h	<p>Songs in the Square.</p>

MAY 02. FRIDAY

At 4 p.m.	<p>at the Sóller Tennis Club: Children's tennis day.</p> <p>Organized by: Sóller Tennis Club · Collaborated by: Sóller City Council.</p>
At 6 p.m. 	<p>on Sa Lluna street and square: Toni and Catalina's group outing giants of the Merchants Association of Sa Lluna Street.</p> <p>Organized by: Sa Lluna and Estol Street Merchants Association North.</p>
At 7:30 p.m.	<p>at the Club Slot de ses Marjades: Slot Sóller Rally.</p> <p>Sa Fira 2025 Trophy.</p> <p>Organized by: Club Slot Sóller · Collaborated by: Sóller City Council.</p>
At 8:30 p.m.	<p>at CP Victòria: Traditional music and dance show “<i>And why not</i>”, by Aires Sollerics.</p>

PROGRAM 2025

MAY 03. SATURDAY

- At 9:30 a.m. in the Plaza dels Reis de Mallorca (Port de Sóller): «Firó Departure»
by Plàcid Pérez and Toni Quetglas. Limited places.
Registrations: cultura@a-soller.es. Organized by: GRES.
- At 10 a.m. at the Sóller Tennis Club: Children's tennis day.
Organized by: Sóller Tennis Club. Collaborated by: Sóller City Council.
- At 1 p.m. in the square: Presentation of the new children's characters King Moro and
Son of the Moorish King, by Toni Quetglas and the Firó de Sóller Collectives.
- At 7:30 p.m. at the Club Slot de ses Marjades: Slot Sóller Rally.
Sa Fira 2025 Trophy. Organized by: Club Slot Sóller.
Collaborates: Sóller City Council.
- From 4pm to 6pm the square: **CHILDREN'S FIRÓ**. Set of activities and games to enjoy and
Have fun! For children aged 3 to 10.

Organized by: Firó de Sóller Collectives.
Collaborates: AEG Capità Angelats and Sóller City Council.

MAY 04. SUNDAY

- At 8 a.m. in the square: Cursa Vall de Sóller.
at 8:30 a.m. start of the 27 km race and at 9 a.m. start of the 9 km race
Organized by: Sóller Mountain and Climbing Club (CMES).
Collaborates: Sóller City Council.
- At 11 a.m. at the Fontsana Residence:
Dance show, by Estol de Tramuntana.
Organized by: Estol de Tramuntana. Collaborated by: Fontsana Residence.

PROGRAM 2025

MAY 05. MONDAY

At 12 o'clock

at the Jaume Oliver municipal shooting range: School shooting of Fona from the schools of La Vall. Organized by CCDS Foners de Sóller.
Collaborates: Sóller City Council.

At 8 p.m.

at the Son Angelats Sports Center: Firó general assembly.

MAY 08. THURSDAY

At 5:30 p.m.



At 5:30 p.m., in Plaça Teixidores: Opening of the attractions.

At 8 p.m.



in the Parish of St. Bartholomew
INVESTITURE OF THE BRAVE WOMEN 2025

Mrs. Àngela Morell Amengual
Mrs. Aurora Sampol Català
The bar will last: Carlos Garau Vallès

Playing of the investiture bolero by Estol de Tramuntana.

HISTORICAL PERSONALITIES

Captain Angelats: Guillem Coll Plaza
Sergeant Soler: Tomeu Coll Plaza
Viceroy of Rocafull: Joan Jaume Marquis Coll
Captain of Santa Maria: Pep Toni Martínez
Captain of Bunyola: Marc Martínez Magraner
Captain of Alaró: Nico Coll Bennàsar.

PROGRAM 2025

Accompanied by JV Franco Landete "Xevi" in the xeremias and in Narcís Bauzà Casasnovas on the flabiol and tamborí.

BRAVE WOMEN CHILDREN 2025

Julia Sastre Bernat

Ona Suñer Estarellas

HISTORICAL CHARACTERS FOR CHILDREN 2025

Captain Angelats: Albert Muñoz Puigserver.

Sergeant Soler: Xavier Marqués Puigserver.

Viceroy of Rocafull: Lluç Serrano Plaza.

Mayor of the old Town Hall: Xim López-Arenas Torrens.

Councilors Old City Council: Miquel Àngel Carrasco Gelabert, Marc Martínez Sanchís and Marc Parets Fernández.

Bandit: Sergi Sastre Ramon.

Vicar: Toni Soto Joy.

Friar: Eric Nadal Albertí.

Moorish King: Marc Lorente Martí.

Fill of the Moro King: Mario Haas Palou.

Then,

FIRA 2025 OPENING WORD by:

Mrs. Barbara M^a. Sastre Mora.

Presentation by Elena Estarellas Dols.

PROGRAM 2025

MAY 09. FRIDAY

- At 11 a.m. at the Fontsana Sóller residence: Investiture of historical figures Fontsana, with the assistance of the Valentès Dones and authorities.
Organized by: Fontsana Sóller Residence.
- At 11 a.m. at Can Dulce: Opening of the exhibition "Traditions and hopes...", by Young Artists of Sóller.
It will remain open until May 11th.
HOURS:
Friday, 9, from 4 pm to 6 pm
Saturday, 10 and Sunday, 11, from 10:30 am to 1:30 pm and from 4 pm to 7 pm.
- At 4 p.m. at the Espai jove de Sóller: Exhibition of the drawings presented at the drawing contest of the 2025 Fair.
HOURS:
Friday, from 4 pm to 7:30 pm.
Saturday, from 10 am to 1 pm.
- At 6 p.m. III Correplaces Fironer. Departure from the Market Square, Plaza Espanya, Calle de Sa Iluna, Plaza Constitució, Avinguda Jeroni Estades.
Organized by: Xeremiers de Sóller.
Collaborates: Collective of Farmers and Collective of Farmers Sant Ponç 1561.
- At 6 p.m. at the Third Age premises in Sóller: Opening of the exhibition of embroidery. It will remain on display until May 13th.
Organized by: Third Age of Sóller.



PROGRAM 2025

At 7 p.m.

at C/ Gran Via, 1 (Rectory): Opening of the exhibition and sale of products made by Estel Nou.

HOURS:

Saturday and Sunday from 10 am to 1 pm and from 4 pm to 8 pm.

Monday, from 10 am to 1 pm.

At 8 p.m.

Parade of the Batucada "Batu-al món" from Carrer de Sa Lluna and surroundings of the Plaza.



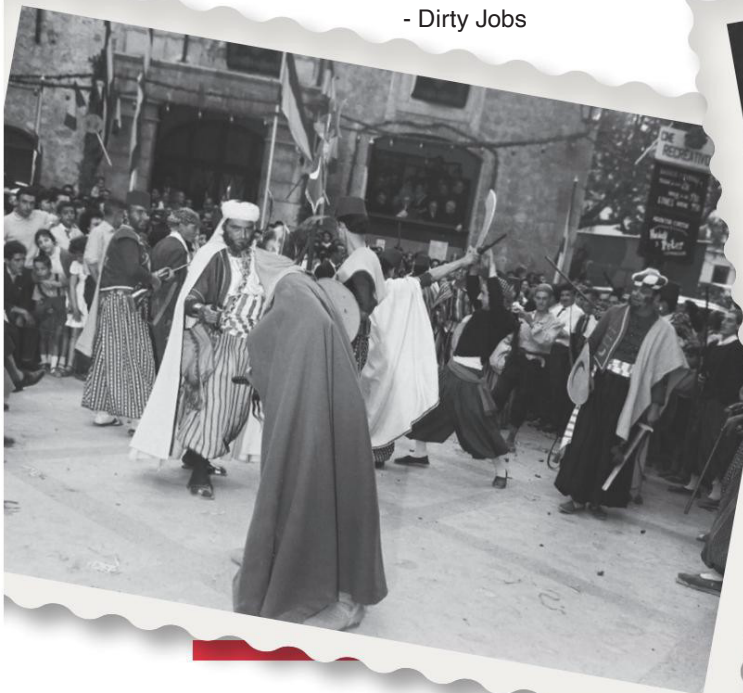
From 8:15 p.m.

in the square and surroundings: Started with bursts of smoke, colors and joy to give the "SUS" to the HOLIDAYS!

At 11:30 p.m.

in front of the City Hall: Concert with the groups:

- Animacústica Quartet
- Valnou
- Dirty Jobs



PROGRAM 2025

MAY 10. SATURDAY

At 11 a.m.



in the square and surroundings:

Parade and dance with the historical Caparrots, Colla de Gegants dels Comerciants from Carrer de Sa Lluna, Tamborers and Xeremiers de Sóller with the presence of the Valentes Dones and authorities. Departure from Can Prunera.

At 5 p.m.



in the square:

SOLEMN PROCESSION

Transfer of Our Lady of Victory to the Parish of Sant Bartholomew. Offer flowers to Our Lady of Victory in the atrium of the Parish of St. Bartholomew.

NEW MEETING POINT:

Start of the line from C/ Palou (towards the market), C/ Bàltx C/ Hospici, C/ De sa Lluna, C/ Batac, C/ Sant Bartomeu, C/ Bon Any, Plaça Constitució.

Collaborators: May 11th Moors Collective, Farmers Collective
Sant Ponç 1561 and Peasants' Collective, Estol de Tramuntana, Aires Sollerics and Xeremiers of Sóller.

For better organization, respect the route and order of arrival, avoid bringing strollers and stopping to take photos.

The offering will close with the HANGING OF THE FLAG OF THE COLLECTIVE OF PAGESOS SANT PONÇ 1561. Dance by Aires Sollerics.



PROGRAM 2025

After the offering of flowers, we enter the church with the image of the Virgin Mary with a laurel wreath carried by the Brave Women and with the historical figures. This Virgin Mary was the one who was mutilated by pirates when they ransacked the church, and is venerated under the invocation of the Queen of Peace.

At 6:30 p.m.

at the Casal de Cultura-Museu de Sóller: Opening of the exhibition of plants and flowers, from the painting exhibition "Ses flors com a proces sanador» by Aina Rullan and crepe paper flower craft (cardi) by Teresa Leiva Reyes.

HOURS:

Saturday, from 6:30 p.m. to 9 p.m.

Sunday, from 10 am to 2 pm and from 5 pm to 9 pm.

Monday, from 10:30 a.m. to 1:30 p.m.

Organized by: Promotion of Women's Culture.

Collaborates: Sóller City Council.

At 10 p.m.

in front of the City Hall: Music by the groups:

- Marblau Duo
- Tomeu Penya
- Na Pipona
- (Freedom) by Joan Atienza



PROGRAM 2025

11 of MAY. SUNDAY

From 9 a.m. to 2 p.m.



on Carrer de Cetre: Car exhibition, on Gran
Via: Exhibition of old motorcycles,
in the car park on Cetre Street: Livestock Show.

At 12:30



in the parking lot on Carrer de Cetre, equestrian show.
Organized by: Sóller Livestock Show Association.
Collaborates: Sóller City Council.

At 10:30 am



at the Parish of Sant Bartomeu:
High Mass with the attendance of the Valentes Dones, historical figures and
authorities.
Offering dance by Aires Sollerics.

At 12 o'clock



at the Cultural Center-Museum of Sóller:
Award ceremony for the flower exhibition competition organized by the
Promotion of Women's Culture.

At 5:15 p.m.

at Camp d'en Maiol: CF Sóller "A" - Serverense "A" - Football
match, with a guard of honour by the Valentes Dones.

At 6 p.m.



in the square: Popular dance by Aires Sollerics and
Estol de Tramuntana



PROGRAM 2025

At 19:30 h

at the Camp d'en Maiol: Football Match of the CF Ground "B" - Vilafranca.

At 9:30 p.m.



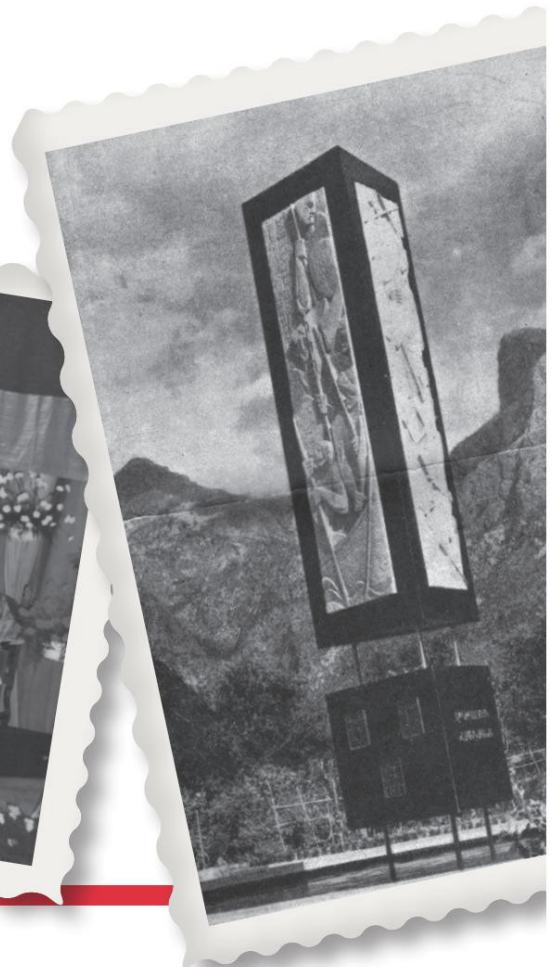
in the Market Square: Revetlla d'armes. Burning of rum, music and popular songs by Estol de Tramuntana and Xeremiers de Soller.

At 10 p.m.

in front of the City Hall: Concert by PITXORINES, nine performers on stage who want to share the songs we listened to when we were young that belong to the popular Mallorcan songbook, from an innovative point of view with our own arrangements that have touches of traditional, jazz and classical music.

Organized by: Sóller City Council - Culture.

Sponsored by: Council of Mallorca – CACIM.



PROGRAM 2025

12 of MAY. MONDAY

At 10 a.m.



al Monument:

Wreath Offering at the Monument to the Heroes of 11 May.

Then, Mass at Can Tamany with the assistance of the Valentès Dones, historical figures, authorities and Xeremiers of Soller.

ES FIRO

At 3 p.m.

Bells ring. Enemy ships have been spotted. The peasants gather in the Plaza dels Estiradors to go to the fight.

At 3 p.m.

in the square: the speech of the Valentès Dones.

At 3:30 pm

in the square, Captain Angelats entrusts himself to the Virgin of the Victory and encourages the pagesos: "Fight, Sollerics!" The arrival of the bandits to help defend the town of Sóller.

They will then receive the Royal Pardon.

At 5 p.m.

on the beach of Can Generós, the Saracen troops try to land, but after a hard fight they are repulsed by the sollerics.

At 6:15 p.m.

at the beach of Repic, the Saracens try to land again and they achieve their goal.

At 7:15 p.m.

at Pont d'en Barona, once the Soller troops had withdrawn, They face the invaders again in a tough battle.



PROGRAM 2025

- | | |
|--------------|---|
| At 8:30 pm | in the square, the Saracen troops who had landed at Ses Puntes entered the town through the Camp de s'Oca. They looted the houses and the church. |
| At 8:50 p.m. | King Ulutx Ali, who believes himself victorious, arrives to take possession of the Town Houses and thus proclaim their victory. |
| At 9 p.m. | The farmers who return find the town taken and plundered. They regroup on Sa Lluna Street and encouraged by Captain Angelats, they fight bravely and, in the end, definitively defeat the enemy. |
| At 9:30 p.m. | Captain Angelats proclaims the victory of the Sollerics and takes thanks to Our Lady of Victory.

Song of the Balanguera.

Then, transfer of the Virgin of Victory to the Hospice Church, accompanied by historical figures and the participants of the Firó.
Respect the order of the procession. |

MOLTS D'ANYS...A LONG LIFE..... and BONES FESTES.....HAPPY HOLIDAYS!



PROGRAM 2025

AFTER THE FIESTA

FRIDAY, MAY 16

At 8:00 p.m.



at CP Victòria: Firó Dinner.

SATURDAY, MAY 17

At 7:30 p.m.

at CP Victòria: Conference "A lifetime of music" by the
master Pep Toni Rubio.
Organized by: Xeremiers de Sóller.

SATURDAY, MAY 24

At 10 a.m.

at the Son Angelats Sports Center: Mallorca Gymnastics Final
School Rhythmic.
Organized by: Sóller School Sports Club.

SUNDAY, MAY 25

At 10 a.m.

at the Camp d'en Maiol: Regional Final of School Football
(Pre-initiation and initiation).
Organized by: Sóller School Sports Club.

SUNDAY, JUNE 1

At 8 a.m.

in Sóller Divers. XV Underwater Photography Competition.
Organized by: Sóller Yacht Club.

ACKNOWLEDGEMENT

to the groups to the groups,
entities, collectives and
people who have collaborated
in FIRA and FIRÓ 2025

- AEG CAPITÀ ANGELATS
 - AGRUPACIÓ DE TALLERS OFICIALS DE SÓLLER
 - AIRES SOLLERICS
 - ARTESANS DE SÓLLER
 - ARTISTES
 - ASCP CAN DULCE
 - ASSOCIACIÓ CAVALLISTA VALL DE SÓLLER
 - ASSOCIACIÓ MOSTRA RAMADERA DE SÓLLER
 - ASSOCIACIÓ TERCERA EDAT
 - BANDA DE MÚSICA
 - BARRUT 2025
 - BATU-AL MÓN
 - BOMBERS DE SÓLLER
 - BRIGADA MUNICIPAL
 - CASAL DE CULTURA – MUSEU DE SÓLLER
 - CÍRCULO SOLLERENSE
 - COL·LECTIU DE MOROS 11 DE MAIG
 - COL·LECTIU DE PAGESES
 - COL·LECTIU DE PAGESOS SANT PONÇ 1561
 - COMANDÀNCIA DE LA BASE NAVAL DE SÓLLER
 - CREU ROJA LOCAL
 - ELENA ESTARELLAS DOLS
 - EQUIPS I CLUBS ESPORTIUS DE SÓLLER
 - ESTEL NOU
 - ESTOL DE TRAMUNTANA
 - FERROCARRIL DE SÓLLER
 - FOMENT DE CULTURA DE LA DONA
 - GORI REYNÉS
 - GUÀRDIA CIVIL
 - GUILLEM BERNAT
 - PARRÒQUIA DE SANT BARTOMEU
 - PERSONAL DE L'AJUNTAMENT DE SÓLLER
 - PERSONATGES INFANTILS I VALENTES DONES INFANTILS 2025
 - POLICIA LOCAL
 - PREGONER 2024
 - PREGONERA 2025
 - PROPIETARIS DELS LLAÜTS DE LA BATALLA
 - PROTECCIÓ CIVIL
 - RAMON J. OLIVER CASTANYER
 - SÓLLER2010
 - TAMBORERS DELS MOROS
 - VALENTES DONES 2025
 - VEÏNATS DE CAN TAMANY
 - XEREMIERES DE SÓLLER
 - I A TOTES AQUELLES PERSONES QUE ANÒNIMA I DESINTERESSADAMENT COL·LABOREN PERQUÈ LES FESTES ES PUGUIN FER CADA ANY. A TOTS,
- MOLTES GRÀCIES I MOLTS D'ANYS!**
-

PROGRAM 2025

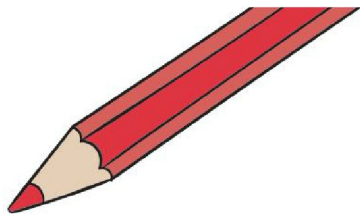
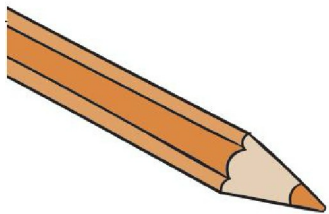
FIRO WITH A CONSCIENCE, A GREAT EXPERIENCE.



During these holidays we
you will find on **Friday the 9th**
11:30 p.m. to 2:00 a.m. in front of
the **Church** and on **Monday the 12th** at
Sa Torre between **3:00 p.m.** and
8:00 p.m. at **Plaza de España**
from **6:30 p.m.**

In addition, you can find us in the
middle, throughout the entire Firó route.
#PMPA #Prevention





PAINTING AND CUTTING!

