

CIRQUE DU SOLEIL®



For immediate release

Cirque du Soleil invites Canadian Artists to Participate in Canada's Cultural Program at Expo 2010 Shanghai, in China

Montreal, October 27, 2008 - Expo 2010 will take place from May 1 to October 31, 2010 in Shanghai, China. Cirque du Soleil on behalf of the Government of Canada is proud to be the producer of the Canada Pavilion's cultural program for Expo 2010. Inspired by the theme "*The Living City: inclusive, sustainable, creative*", this program will showcase a wide diversity of artists, works and productions from various disciplines such as dance, music, theatre, literature, visual arts and media arts. In order to reflect the dynamism of Canadian culture, Cirque du Soleil is now inviting emerging as well as renowned artists, from across Canada, to apply for inclusion in the programming. This competition will take place from October 27 to December 15, 2008.

"It's an opportunity for us to ensure the visibility of our artistic community by offering them an exceptional showcase in China", said Daniel Lamarre, President and CEO of Cirque du Soleil. During Expo 2010 in Shanghai, the Canada Pavilion expects to welcome about 5.5 million visitors, an average of 30 000 per day.

The Canada Council for the Arts will join Cirque du Soleil in the evaluation and selection process. The Canada Council for the Arts exists to ensure that Canadian artists and citizens have a distinctive voice on the national and international stage and is recognized for its commitment to artistic expression and cultural and regional diversity. The Council respects artistic excellence and employs transparent assessment methods to determine comparative merit in a national context. As such, the Canada Council for the Arts is a partner of choice.

All Canadian artists are invited to visit the Web site [www.cirquedusoleil.com/Shanghai 2010](http://www.cirquedusoleil.com/Shanghai_2010) for information on how to submit their completed application for Canada's cultural program at Expo 2010 Shanghai. The Web site also includes the eligibility criteria and the criteria that will be used to evaluate applications. The criteria were established by Cirque du Soleil after consultation with the Department of Canadian Heritage and the Canada Council for the Arts.

About Cirque du Soleil

Cirque du Soleil is primarily a creative content provider for a wide variety of unique projects. In addition to shows, the company, which has its International Headquarters in Montréal, extends its creative talent to other spheres of activity. While maintaining stringent standards of artistic quality and originality, Cirque du Soleil brings to innovative projects the same energy and spirit that characterize each of its shows.

For more information about Cirque du Soleil, visit www.cirquedusoleil.com.
To find out more about the One Drop Foundation, visit www.onedrop.org.

About Expo 2010 Shanghai

Expo 2010 whose theme will be *Better City, Better Life*, offers an international forum to discuss issues of global importance relating to urban living and sustainable development, including the impact on resources and the environment. Over 70 million visitors are expected at this event.

Information:

Tania Orméjuste
Cirque du Soleil
+ 1 514 723-7646, poste 8335
tania.ormejuste@cirquedusoleil.com