

CIRQUE DU SOLEIL®



CIRQUE DU SOLEIL AT A GLANCE

From a group of 20 street performers at its beginnings in 1984, *Cirque du Soleil* is a major Québec-based organization providing high-quality artistic entertainment. The company has more than 4,000 employees from over 40 different countries, including more than 1,000 artists.

Cirque du Soleil has brought wonder and delight to close to 100 million spectators in more than 200 cities on five continents. In 2009, *Cirque du Soleil* will present 20 shows simultaneously throughout the world. The company has received such prestigious awards as the Emmy, Drama Desk, Bambi, ACE, Géméaux, Félix, and Rose d'Or de Montreux. *Cirque du Soleil* International Headquarters are in Montreal, Canada.

For more information about *Cirque du Soleil*, visit cirquedusoleil.com.

The mission

The mission of *Cirque du Soleil* is to invoke the imagination, provoke the senses and evoke the emotions of people around the world.

The Creation of *Cirque du Soleil*

It all started in Baie-Saint-Paul, a small town near Québec City in Canada. There, in the early eighties, a band of colourful characters roamed the streets, striding on stilts, juggling, dancing, breathing fire, and playing music. They were Les Échassiers de Baie-Saint-Paul (the Baie-Saint-Paul Stiltwalkers), a street theatre group founded by Gilles Ste-Croix. Already, the townsfolk were impressed and intrigued by the young performers – including Guy Laliberté who founded *Cirque du Soleil*.

The troupe went on to found Le Club des talons hauts (the High Heels Club), and then, in 1982, organized La Fête foraine de Baie-Saint-Paul, a cultural event in which street performers from all over met to exchange ideas and enliven the streets of the town for a few days. La Fête foraine was repeated in 1983 and 1984. Le Club des talons hauts attracted notice, and Guy Laliberté, Gilles Ste-Croix and their cronies began to cherish a crazy dream: to create a Québec circus and take the troupe travelling around the world.

In 1984, Québec City was celebrating the 450th anniversary of Canada's discovery by Jacques Cartier, and they needed a show that would carry the festivities out across the province. Guy Laliberté presented a proposal for a show called *Cirque du Soleil* (Circus

of the Sun), and succeeded in convincing the organizers. And *Cirque du Soleil* hasn't stopped since!

A Few statistics

- In 1984, 73 people worked for *Cirque du Soleil*. Today, the business has more than 4,000 employees worldwide, including more than 1,000 artists.
- At the Montréal International Headquarters alone, there are close to 2,000 employees.
- More than 100 types of occupations can be found at Cirque.
- The average age of employees is 35.
- The company's employees and artists represent over 40 nationalities and speak 25 different languages.
- Close to 100 million spectators have seen a *Cirque du Soleil* show since 1984.
- More than 15 million people will see a *Cirque du Soleil* show in 2009.
- *Cirque du Soleil* hasn't received any grants from the public or private sectors since 1992.

***Cirque du Soleil* Shows**

In 2009, *Cirque du Soleil* will present twenty different shows around the world:

Shows touring under the Big Top

Varekai (Europe)

Dralion (Mexico)

Quidam (South America)

Corteo (Japan)

KOOZA (North America)

OVO (North America)

Shows touring in arenas

Saltimbanco (Europe)

Alegría (North America)

Touring theatre show

A new show with a contemporary take on vaudeville (November 2009)

Resident shows

Mystère™

Treasure Island in Las Vegas, Nevada

“O™”

Bellagio in Las Vegas, Nevada

Zumanity™, The Sensual Side of Cirque du Soleil™

New York-New York Hotel & Casino in Las Vegas, Nevada

La Nouba™

Walt Disney World® Resort in Orlando, Florida

KÀ™

MGM Grand in Las Vegas, Nevada

The Beatles™ LOVE™

The Mirage in Las Vegas, Nevada

ZAIA

The Venetian Macao-Resort-Hotel in Macau SAR, China

CRISS ANGEL® **Believe™**

Luxor in Las Vegas, Nevada

ZED

The Cirque du Soleil Theatre Tokyo in Japan

A show inspired by the life and music of Elvis Presley (end of 2009)

ARIA Resort & Casino at CityCenter

Seasonal show

Wintuk

WaMu Theater at Madison Square Garden in New York

(from November to January each year, until 2010)

Other *Cirque du Soleil* shows since 1984 that are no longer presented:

- *Cirque du Soleil*
- La Magie continue
- Le Cirque réinventé
- Nouvelle Expérience
- Fascination
- Pomp Duck and Circumstance
- DELIRIUM

Areas of Activity

Cirque du Soleil's challenge is to continue to grow while offering its creators the freedom to dream the wildest dreams and make them come true. The heart of *Cirque du Soleil's* activity remains creating live shows and presenting them under big tops or in theatres. Since 1984 close to 200 creators from the four corners of the globe have contributed their talents to this end.

In the past few years *Cirque du Soleil* has been developing business initiatives based on its shows:

1. Through its Events and Images divisions, *Cirque* creates original and innovative content for television and DVD. Its creations have been awarded numerous prizes and distinctions: among them are *Cirque du Soleil presents* *Corteo* (Emmy and G meaux in 2007); *Midnight Sun* (DVD Excellence Award in 2006 and a Gemini Award in 2005); *Cirque du Soleil* *Fire Within* (DVD Excellence Award in 2005, a Primetime Emmy Award and two Gemini Awards in 2003); and *Cirque du Soleil Presents* *Dralion* (three Primetime Emmy Awards in 2001).

2. *Cirque du Soleil* has acquired extensive experience in organizing unforgettable private gatherings as well as major public events (Expo Zaragoza 2008, the show-event for the 400th anniversary of Qu bec City). For the past few years the *Cirque du Soleil* Events team has brought its creativity to a most discriminating clientele with the same energy and spirit that characterizes each of the company's shows.

3. The company's Merchandising division seeks to leverage the unique *Cirque du Soleil* experience through the development of high quality products which meet the expectations of fans. While offering a full range of products for retail sale under the Big Top, at resident show boutiques and on the Internet, *Cirque du Soleil* is seeking reliable partners to design, develop, market and distribute unique products which will bring "artful living" into the daily lives of *Cirque du Soleil* aficionados.

4. *Cirque du Soleil* is also diversifying its commercial activities by targeting another niche: licensing. The organization also wishes to extend its creative talent to other spheres of activity. With the collaboration of business partners, *Cirque du Soleil* is developing innovative projects, particularly in the field of hospitality (restaurants, bars, spas, etc.). Through its own unique approach, *Cirque du Soleil* extends its creative energy to other types of initiatives in order to create a new form of entertainment. The REVOLUTION LOUNGE at The Mirage in Las Vegas is a case in point as well as the women's fitness program JUKARI.