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For Immediate Release

CIRQUE DU SOLEIL RETURNS TO CALGARY WITH KOOZA

(Calgary, Alberta) – World-renowned Cirque du Soleil will return to Calgary this September with the critically acclaimed touring show *KOOZA*.

Tourism Calgary, in partnership with the Calgary Hotel Association has negotiated an agreement to welcome back Cirque du Soleil for a fifth engagement in Calgary.

Cirque first appeared here during the 1988 Olympics with *We Reinvent the Circus*. Outstanding response, rave reviews and sold-out shows accompanied *Alegria* in 2003, *Quidam* in 2004 and *Corteo* in 2008, all presented under the trademark blue-and-yellow 'Grand Chapiteau' (Big Top).

Festivals and culture events such as Cirque du Soleil are a popular and growing segment of the tourism industry.

"We are absolutely delighted that Cirque du Soleil is bringing *KOOZA* to Calgary," said Randy Williams, President & CEO of Tourism Calgary. "Cirque's spectacular shows not only provide great entertainment for Calgarians, they enhance our reputation as a dynamic city and generate a significant economic impact back to the community. We look forward to working with Cirque du Soleil to make *KOOZA* an outstanding success."

"The hospitality industry looks forward to welcoming Cirque du Soleil to Calgary along with the thousands of visitors who will come to see *KOOZA*," said Joseph Clohessey, President of the Calgary Hotel Association. "We are pleased to have played a role in bringing them here."

KOOZA will be presented under the 'Grand Chapiteau' at Stampede Park, opening on September 16.

For additional details about the *KOOZA* in Calgary and Cirque du Soleil, visit www.cirquedusoleil.com.

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About Tourism Calgary

Tourism Calgary is Calgary's Destination Marketing Organization. Representing almost 500 members, Tourism Calgary brings Calgary to the world and the world to Calgary for meetings and conventions, leisure travel, and sport, culture and major events. Tourism in Calgary annually contributes over \$1 billion in economic impact to the local community.

About the Calgary Hotel Association

The Calgary Hotel Association (CHA) is a member-based organization responsible for coordinating the efforts of the membership with other tourism industry participants which have similar interests in the development, sustainability and marketing of tourism in Calgary and surrounding region. Through a member-based financial contribution system, funding is provided to the CHA's Destination Marketing Fund, which in turn, provides operating and promotional funds to tourism industry partners.

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