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**For Immediate Release**

## **Cavalía brings world-class entertainment, tourism and economic impact to Calgary**

**Calgary, March 11, 2011 – *Cavalía: A Magical Encounter Between Human and Horse*** will have its Calgary premiere on May 25, 2011. The innovative production created by Normand Latourelle, one of the co-founders of Canada's famed Cirque du Soleil, has played to sold out audiences across North America and Europe for eight years.

Randy Williams, president and CEO of Tourism Calgary, said the production will be a strong draw for tourism and have significant economic impact for Calgary.

"World-class events like Cavalía create urgent demand for travel to a destination," said Williams. "Tourism Calgary is proud to have been a leader in the collaboration with The City of Calgary and WinSport Canada that resulted in bringing another incredible event to Calgary. The economic impact this event will have on our community will be immediate and significant and, as a result of the event, Canada Olympic Park will have a new venue that increases the city's cultural event capacity."

Cavalía production crew and performers including riders, aerialists, acrobats, dancers and musicians will account for more than 3,000 room nights in extended stay accommodations. Additional room nights and economic impact will be generated through overnight visitation generated through the marketing and promotion of Cavalía to key tourism markets.

The production will hire approximately 80 Calgarians and an additional 100 to set up the event site, which includes North America's largest touring tent – a white, 26,264-sq. ft. (2,440 sq.-metre) big top rising 100 feet (30-metres) high.

"WinSport Canada is thrilled to be hosting Cavalía this spring," said Dan J. O'Neill, president and CEO of WinSport Canada. "With more than one million visitors annually and the new Canada's Sports Hall of Fame set to open at Canada Olympic Park on July 1, WinSport Canada is set to kick off the most exciting summer the Park has ever seen."

"Since we started touring North America and Europe eight years ago, Cavalía has attracted visitors from far and wide to its White Big Top," said Normand Latourelle, President, CEO, and Artistic Director of Cavalía. "Cavalía celebrates the bond between humans and horses, a relationship that shaped the history and development of Western Canada and Calgary in particular. We look forward to sharing the experience with visitors to Calgary."

Tourism packages including accommodation and show tickets are currently being developed and will be available on Tourism Calgary's one-stop tourism website [visitcalgary.com](http://visitcalgary.com).

Calgary is the country's fourth largest city in the country and one of Canada's top urban travel destinations attracting more than 4.5 million visitors annually. Tourism in Calgary generates more than \$1.1 billion in revenue for Calgary annually and employs 1 in 10 Calgarians.

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