

45 DEGREES TO HEADLINE THE 2018 DUBAI WORLD CUP ENTERTAINMENT

Cirque du Soleil's events and special projects company is bringing its unique expertise in world class entertainment to Dubai's biggest annual event

MONTREAL, March 28, 2018 – Building on its successful worldwide reputation, 45 DEGREES is set to create and produce a new and exclusive live entertainment experience for the 2018 Dubai World Cup Ceremonies. The event is the renown annual international stage for the best Thoroughbreds to compete. The apex of the Meydan racing season is enjoyed globally via broadcast and celebrated with high production value shows that, in previous years, included performances by pop stars such as Sia and Janet Jackson. This year, 45 DEGREES will direct the entertainment for the opening and closing ceremonies with the visual and imaginative prowess audiences have come to expect from the Cirque du Soleil company. Established to create and deliver live entertainment content for an international clientele, 45 DEGREES can be credited for some of the biggest productions in the world, including performances at the XLVI Super Bowl Halftime Show, the 84th Academy Awards, the XI FINA World Championships Opening Ceremonies, the 2015 Pan American Games Opening Ceremonies, and the 2016 NBA All-Star Game's Opening Show.

“We are honored to have been selected to create and produce the ceremonies at this prestigious event. It has been a great privilege to work hand in hand with the organizing committee of Dubai World Cup, who each year have continued to set the bar higher. As a creative company, this is the challenge that drives us to deliver a show that will go beyond expectations, leave audiences in awe and inspired, with a lasting impression of this event.” says Yasmine Khalil, president of 45 DEGREES.

“We have developed an entirely new concept for the performance, based on the theme *Make the Desert Bloom* and brimming with immersive innovations designed for mass visibility - including an 85-metre long moving stage - that promises to bring audiences closer to the action than ever before.” says Fernand Rainville, the Creative and Show Director at 45 DEGREES.

The 23rd edition of the Dubai World Cup takes place at the Meydan Racecourse on March 31st.

ABOUT 45 DEGREES, A CIRQUE DU SOLEIL COMPANY

45 DEGREES, Cirque du Soleil's events and special projects company, has been delivering creative content for special projects and exclusive events around the world for over 15 years. At the core of its prestigious shows is a unique wealth of creative excellence and expertise. It is this uniqueness that we bring to our esteemed partners, to help them not only achieve their objectives but also deliver a lasting impression on their audience. Every project is approached in the same way, with 45 DEGREES collaborating closely with each client to understand their objectives; in turn delivering unparalleled bespoke experiences. This method has brought us to the four corners of the globe, delivering over 1,500 events and special projects since our creation. www.45degrees.com

SOURCE: 45 DEGREES

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