



PRESS RELEASE

45 DEGREES BECOMES CIRQUE DU SOLEIL EVENTS + EXPERIENCES

The events division of the world leader in live entertainment unveils new name

MONTREAL, April 30, 2019 – Cirque du Soleil Entertainment Group, the world-renowned live entertainment company, has announced a new identity for their events and special projects division. Formerly called 45 DEGREES and a subsidiary, the newly named *Cirque du Soleil Events + Experiences* leverages the brand’s trademark creativity and technical ingenuity to produce truly unique entertainment that is tailored to meet the needs of an international clientele.

For many years, the company’s events branch has operated successfully in both the public and private sectors. Its portfolio stretches from corporate events for Fortune 500 companies, to cultural attractions commissioned by heads of state, to live performances on some of the most-watched television broadcasts in history. Notable examples include the launch of Microsoft Kinect, the creation of Cirque du Soleil at Sea, an exclusive partnership with MSC Cruises, the Alibaba Double Eleven Gala and two appearances at the Academy Awards.

“The events division has extended the Cirque du Soleil brand beyond its traditional activities,” explains Yasmine Khalil, Chief Executive Producer of Cirque du Soleil and President of Cirque du Soleil Events + Experiences. “Events + Experiences initiatives continue to be a key part of our business and we remain focused on raising the bar in the industry with creativity and innovation for new partners the world over.”



ABOUT CIRQUE DU SOLEIL ENTERTAINMENT GROUP

Cirque du Soleil Entertainment Group is a world leader in live entertainment. On top of producing world-renowned circus arts shows, the Canadian organization brings its creative approach to a large variety of entertainment forms such as multimedia productions, immersive experiences, theme parks and special events. It currently has 4,500 employees from nearly 70 countries. Going beyond its various creations, Cirque du Soleil Entertainment Group aims to make a positive impact on people, communities and the planet with its most important tools: creativity and art. For more information about Cirque du Soleil Entertainment Group, please visit CDSentertainmentgroup.com

ABOUT CIRQUE DU SOLEIL EVENTS + EXPERIENCES

Cirque du Soleil Events + Experiences creates and produces bespoke live entertainment for an international clientele who are looking for one-of-a-kind, world class experiences. Whether it's private events, tourist attractions or large-scale productions, each venture is tailored to meet the clients' objectives and leverages Cirque du Soleil's unique wealth of creative expertise. For nearly two decades, the division has amassed an impressive portfolio that includes performances at the Super Bowl Halftime Show and the Academy Awards, and gained accolades for their work on the T.O. by Lipton ad campaign, the Expo Astana 2017 show REFLEKT, as well as Helene Fischer's 2017 / 2018 concert tour show design.

Cirque du Soleil Events + Experiences is more than circus entertainment; their awe-inspiring imagination can generate endless possibilities making them the ideal partner in the business of amazing audiences. Cirque du Soleil Events + Experiences is a division of Cirque du Soleil. Find out more at cirquedusoleil.com/events.

For further information:

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