

CIRQUE DU SOLEIL AND PORTAVENTURA PRESENT *KOOZA*

World renowned circus raises its iconic big top tent for the very first time in Europe's leading destination theme resort.



PortAventura, December 5, 2013. Next summer, **Cirque du Soleil** will present *KOOZA*, an adrenaline rush of acrobatics in a zany kingdom, at Europe's premiere destination theme resort, **PortAventura**. Thanks to the agreement signed between both companies, the show, with a **daily spectator capacity of over 2,400**, will run at the resort during the summer months in **2014**.

This agreement, which brings together two of the largest companies in the tourism and entertainment industry worldwide, means that **PortAventura will be the first resort in Europe to host a Cirque du Soleil show**. This project is part of PortAventura's strategy to continue to set new international standards to position the resort, with almost 4 million visitors annually, as the best family entertainment destination in Europe. *Kooza* will be a huge draw for the summer months, including foreign tourism which currently represents almost 50% of total number of visitors to the park.

Finn Taylor, Senior Vice President of Touring Shows for Cirque du Soleil commented:

"Over 4 million spectators worldwide have already enjoyed the spectacle of Kooza. we are very excited about partnering with such a leader in the tourism and entertainment industry; a synergy which will allow us to delight and entertain the millions of visitors to the park as well as perform for our existing fans"

Sergio Feder, President of the Executive Committee of PortAventura, explained:

"We are proud to welcome Cirque du Soleil next summer. This collaboration is a new step in the consolidation of PortAventura as a leading European resort and one of the most valuable brands in the family travel industry"

About *KOOZA*

KOOZA tells the story of The Innocent, a melancholy loner in search of his place in the world. KOOZA is a return to the origins of Cirque du Soleil; It combines two circus traditions - acrobatic performance and the art of clowning. The show highlights the physical demands of human

performance in all its splendour and fragility, presented in a colourful mélange that emphasizes bold slapstick humour.

The Innocent's journey brings him into contact with a panoply of comic characters such as the King, the Trickster, and the Obnoxious Tourist and his Bad Dog. Between strength and fragility, laughter and smiles, turmoil and harmony, KOOZA explores themes of fear, identity, recognition and power. The show is set in an electrifying and exotic visual world full of surprises, thrills, chills, audacity and total involvement.

About Cirque du Soleil

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 5,000 employees, including 1,300 artists from more than 50 different countries.

Cirque du Soleil has brought wonder and delight to more than 100 million spectators in more than 300 cities in over forty countries on six continents.

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

About PortAventura

PortAventura: European Destination Resort is a theme resort located in Costa Daurada, in the south of Barcelona. In 1995 PortAventura started its activity and became the first theme park in Spain, with the hope of offering to its clients the opportunity of traveling around the world in just one day journey. After the initial success and thanks to the opening of its hotels and Costa Caribe Aquatic Park, PortAventura became a complete holiday destination.

After an investment of around 100 million euros in new features including the SésamoAventura family thematic area (2011), Shambhala, the highest roller coaster in Europe (2012) and the extension of the Costa Caribe Aquatic Park – with the highest free fall toboggan in Europe - (2013), the resort has exciting plans for the 2014 season: a new attraction that will also be a benchmark in Europe and will coincide with the start of the season in April.

The six thematic areas -Mediterrània, Far West, México, China, Polynesia and SésamoAventura- cover 119 hectares and have 30 attractions, 100 daily performances, 75 catering points, and 27 craftworks and gifts' shops. Nowadays, the theme resort has 4 hotels: Hotel PortAventura, Hotel El Paso, Hotel Caribe and Hotel Gold River; as well as an aquatic park, PortAventura Aquatic Park, and a convention centre with 4,000 people capacity. Furthermore, PortAventura is a unique family and leisure destination in Europe thanks to its excellent location in the Costa Dorada (on the shores of the Mediterranean Sea) as well as the unbeatable transport connections, close to the Barcelona and Reus airports, as well as the high speed train Station.

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