



CIRQUE DU SOLEIL JOYÀ SPICES UP THE 6TH SEASON AT VIDANTA RIVIERA MAYA

The must-see attraction in Mexico will unveil its newest season with reimagined elements of its one-of-a-kind dinner show experience

Mexico City - September 24, 2019 - *Cirque du Soleil JOYÀ*, the only *Cirque du Soleil* show in the world that includes a culinary experience, will premiere its sixth season on September 24, 2019 at Vidanta Riviera Maya with innovative additions designed to appeal to new and returning visitors alike.

A proclaimed 'feast for the senses,' guests of *Cirque du Soleil JOYÀ* are treated to a lavish reception from the moment they arrive on the resort grounds as a prelude to the show itself: a Mayan fire ritual on the water outside the venue, and various walkways to the theatre that tour through the lush jungle setting. The VIP experience offers guests the additional distinction of a musical pre-show, cocktails, champagne and a stunning array of gourmet dishes. With all its ongoing success, this unique formula has proven an enduring force. Yet, never one to rest on their laurels, *Cirque du Soleil* has elected to refresh specific elements of the show including new acts, new menu, new makeup and costumes as well as the addition of an enhanced onsite experience. Some notable changes include:

- A thrilling, new "Aerial Rings Duo" act performed by Argentinian artists Flor Aracama and Nico Busso, will be the very first of its kind, exclusive to *Cirque du Soleil JOYÀ*. "Performing in the Spiritual scene, this duo's eloquence, beauty and strength are captivating and uplifting. We have actually restructured and reprogrammed the technical specifications on stage specifically to showcase their capabilities," commented Joël Bergeron, Artistic Quality Director at *Cirque du Soleil* Entertainment Group.
- An all-new comedy number will feature an added layer of spontaneity by including audience participation. "It is an element often played up in *Cirque du Soleil* shows because it brings the audience from spectator to participant in a fun and exciting way," Bergeron said.



- A new culinary experience created by the corporate chef of Grupo Vidanta, Alexis Bostlemann and his talented team, totally inspired by and personalized for the show; creating a much more unique gastronomic experience will take the senses to the next level.

“Cirque du Soleil JOYÀ is a unique multisensory experience, inspired by Mexico. A great example of this is the show’s gastronomic component, something that cannot be found in any other Cirque du Soleil show in the world. We are confident that with the surprises and additions we have prepared for this sixth season, JOYÀ will be an even more fun and interactive experience for our visitors,” said Norma Preciado, Entertainment Marketing and Lifestyle Director of Grupo Vidanta.

More information on the additional transformations will be announced in November when *Cirque du Soleil JOYÀ* officially celebrates its fifth anniversary with accompanying festivities.

Cirque du Soleil JOYÀ is one of the most highly-regarded tourist attractions in Mexico and has established itself as the best show in the Riviera Maya, for residents, national and international visitors alike. Since its premiere in 2014, its multisensory experience has captivated over 800,000 spectators.

For more information about *Cirque du Soleil JOYÀ* at Vidanta Riviera Maya or to make reservations, please visit www.cirquedusoleil.com/JOYÀ or call 800 247 7837 in Mexico or 1 844 247 7837 in the United States and Canada.

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About Cirque du Soleil:

JOYÀ is Cirque du Soleil’s 36th production since 1984. Cirque du Soleil is primarily a creative content provider for a wide variety of unique projects. In addition to shows, the company, which has its International Headquarters in Montreal, extends its creative talent to other spheres of activity. While maintaining stringent standards of artistic quality and originality, Cirque du Soleil brings to innovative projects the same energy and spirit that characterize each of its shows. Cirque du Soleil is a Quebec-based organization providing high-quality artistic entertainment. Since its beginnings in 1984, close to 200 million spectators in over 450 cities on six continents have been thrilled by Cirque du Soleil. For more information about Cirque du Soleil, visit www.cirquedusoleil.com.



About Cirque du Soleil JOYÀ:

JOYÀ, the first Cirque du Soleil resident show in Mexico, combines culinary and performing arts in an intimate theater setting to engage the audience's five senses. Drawing on Mexico's history and heritage, JOYÀ tells the story of an alchemist and his granddaughter embarking on a quest to uncover the secrets of life. It is a thrilling, whimsical show in which joy, courage and friendship conquer all! Live at Vidanta Riviera Maya.

About Vidanta:

As [Grupo Vidanta](#)'s luxury vacationing brand, Vidanta boasts an impressive portfolio of entertainment and destination resorts along the most coveted beaches in Mexico including Nuevo Vallarta, Riviera Maya, Los Cabos, Acapulco, Puerto Peñasco and Puerto Vallarta. At the Vidanta destinations, guests can stay in luxury resort hotels that include Grande Luxxe, The Grand Bliss, The Grand Mayan, The Bliss and Mayan Palace. Innovative partnerships include collaborations with the creative visionaries at Cirque du Soleil to create JOYÀ—a permanent theatrical and culinary experience in Riviera Maya. Vidanta has also partnered with global hospitality company Hakkasan Group on an exclusive, long-term agreement to debut new nightlife, daylife and dining experiences. The first collaboration in this partnership includes the recently opened OMNIA Dayclub, Casa Calavera and SHOREbar at Vidanta Los Cabos. Recent launch announcements include the introduction of The Estates, a premier resort offering high-end details, plush amenities and lavish vacation experiences, another unique experience where you can enjoy the best of nature, lounging, and water attractions in one gorgeous setting with the opening of its luxury waterpark, Jungala, and the expansion into luxury cruising with the introduction of Vidanta Cruises.

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