

Cirque du Soleil Returns to Phoenix With Its Big Top Production KOOZA

Cirque du Soleil announces the return to North America of its big top touring show KOOZA premiering under the white Grand Chapiteau (big top) until Sunday, July 15th as part of a limited engagement at the University of Phoenix Stadium in Glendale. Since its premiere in Montreal in April of 2005, KOOZA has charmed close to 4 million spectators in North America and Japan.

Phoenix marks and celebrates the return of KOOZA in North America after touring for over a year in Japan.

Written and directed by David Shiner, KOOZA is a return to the origins of Cirque du Soleil that combines two circus traditions – acrobatic performance and the art of clowning. The show highlights the physical demands of human performance in all its splendor and fragility, presented in a colorful mélange that emphasizes bold slapstick humor.

The name KOOZA is inspired by the Sanskrit word koza, which means box, chest or treasure, and was chosen because one of the underlying concepts of the production is the idea of a “circus in a box.”

“KOOZA is about human connection and the world of duality, good and bad,” Shiner said. “The tone is fun and funny, light and open. The show doesn’t take itself too seriously, but it’s very much about ideas, too. As it evolves we are exploring concepts such as fear, identity, recognition and power.”

The show starts with the Trickster bursting onto the scene like a jack-in-the-box right in front of the Innocent, and that is just the first of many surprises to follow. The Innocent’s journey brings him into contact with a panoply of comic characters such as the King, the Trickster, the Heimloss, the Pickpocket, the Obnoxious Tourist and his Bad Dog.

Between strength and fragility, laughter and smiles, turmoil and harmony, KOOZA is set in an electrifying and exotic visual world full of surprises, thrills, chills, audacity and total involvement.

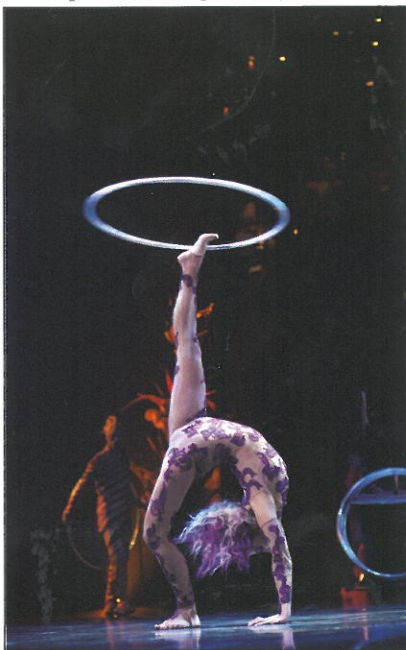
Several of the 53 performing artists in the show have received awards from important circus arts competitions, notably in trapeze. The show presents an unprecedented approach to the high wire and a breathtaking wheel of death – an act that Cirque du Soleil has never before presented under the big top.

The show brings together the following team of 13 Creators, several of whom are working with Cirque du Soleil for the first time: David Shiner, Writer and Director; Serge Roy, Director of Creation; Stéphane Roy, Set Designer; Marie-Chantale Vaillancourt, Costume Designer; Jean-François Côté, Composer; Clarence Ford, Choreographer; Martin Labrecque, Lighting Designer; Jonathan Deans, Co-Sound Designer; Leon Rothenberg, Co-Sound Designer; Rogé Francoeur, Props Designer; Danny Zen, Acrobatic Equipment and Rigging Designer; André Simard, Acrobatic Performance Designer; and Florence Cornet, Makeup Designer.

Cirque du Soleil gratefully acknowledges Infiniti, CGI, XEROX, Sun Life Financial and American Express as the official sponsors of the KOOZA 2012 North American Tour.

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 more than 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 on six continents. Cirque du Soleil International Headquarters are in Montreal, Canada.

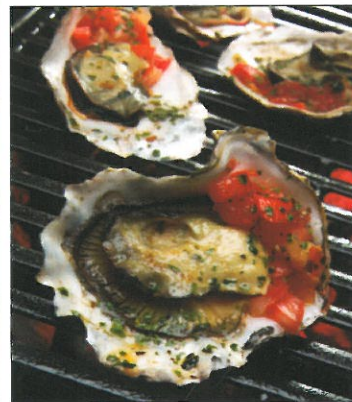
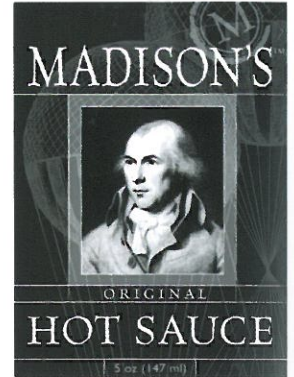
Tickets are available online at www.cirquedusoleil.com or by calling 1 (800) 450-1480. ❖



Madison’s Gourmet Hot Sauce Celebrates Old-Fashioned American Values

America - land of the free and home of the brave. This great nation has long inspired its citizens to exercise their powers of choice in every aspect of their lives. As did Brad Child, owner and creator of Madison’s Hot Sauce, who is bringing something new and exciting to the American hot sauce market.

Child is a self-trained chef who has worked in restaurant consulting for over twenty years. His formally trained peers have often praised his resourcefulness and commented on his ability to determine exactly what a recipe needs to reach its full potential. “What you’ve created,” they told Child, “many people go to school for years to learn how to make something like this.” Despite that, the genesis of Madison’s was a complete accident. When he became unsatisfied with a recipe for hot sauce he found online, Child threw in some peppers, spices and fresh chiles, and inadvertently created the formula for Madison’s.



Madison’s comes in two varieties: a classic hot sauce and the milder “M” sauce. The hot sauce has a bit of kick, but is the perfect mix of sweet and savory seldom found in most common sauces. The same goes for the milder Madison’s “M” sauce, a versatile sauce that goes great on any food from a burger to scrambled eggs. “It redefines hot sauce,” says Child. “It goes back to the way our ancestors cooked: all natural, with no preservatives.”

Madison’s is the perfect addition to your favorite Bloody Mary. The sauce’s sweetness complements the tomato juice while the savoryness gives it that crucial kick. Madison’s “M” sauce also goes great with chocolate desserts, such as hot cocoa or fondue. The “M” sauce has just enough heat to bring out components in chocolate you’ve never tasted before without overwhelming the chocolate.

Child chose to name his sauce after one of our nation’s founding fathers, James Madison. Child discovered that during the War of 1812, Madison used hot sauce to make his soldiers’ meals more interesting, which in turn boosted the morale of the entire army. The name fit perfectly; Madison’s is a sauce that can turn your mundane, everyday meals into something out of this world.

For a list of restaurants offering Madison’s Hot Sauces, or to purchase your own bottle, please visit www.madisonshotsauce.com. ❖

