

GRAND  
BOULEVARD

— Sandestin® —

TOWN CENTER

LE GRAND  
CIRQUE

**FOR IMMEDIATE RELEASE**

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***Le Grand Cirque Headlines Memorial Day Weekend***

*One of the most successful family shows of all time adds to destination allure!*

**Miramar Beach, Fla., (May 24, 2010)** - Visitors and residents of Northwest Florida are now able to enjoy an international entertainment attraction unlike any other offered in the region. “Le Grand Cirque,” a highly popular, family-friendly live entertainment attraction, is premiering in Grand Boulevard on May 25 and will play throughout the summer and possibly beyond.

“The show is amazing and keeps you on the edge of your seat the entire time. Be prepared to experience a range of performances from thrilling chills to light-hearted humor. You just don’t know what to expect next,” stated Stacey Brady, director of communications for Grand Boulevard, who saw a sneak peek at dress rehearsals on Monday.

“Le Grand Cirque” is a visual feast of breathtaking group acrobatics and white-knuckle stunts and has been described as “The next generation of Cirque Du Soleil.” Seen by millions of people around the world, this Cirque extravaganza has broken box office records all over the globe, including becoming the biggest ever selling show in the history of the Sydney Opera House, attended by 50,000 people in two and a half weeks.

Featuring more than 40 champion acrobats and performers from Brazil, Canada, Russia, Mongolia, Europe and China, the performers have been hand-picked from around the world for their amazing abilities and precision skill. The result is a fast-paced, heart-pounding spectacle that will astound and keep the audience at the edge of their seats.

This spectacular production features contortionists, tumblers and incredible aerial acts as well as the breathtaking Wheel of Death – one of the most dangerous acts ever attempted in a live show.

This multi-million dollar production is two years in the making, including acts from around the world and the debut of new acts specifically tailored for this market. Howard Group and Grand Boulevard teams worked for months behind the scenes to secure this

high-profile addition to the Sandestin area and worked closely with major area business sectors to secure the project for this market. The production is expected to employ at least 30 local staff in positions such as marketing communications, ushers and ticketing personnel.

“We chose Grand Boulevard as our new home because it is perfectly centered in between the markets that we want to attract customers from along the Emerald Coast. Additionally, it is a beautiful upscale site that fits the look and feel of the show beautifully. Patrons will be able to eat, drink and relax before and after the show in the Town Center,” said Simon Painter, producer of Le Grand Cirque.

“Le Grand Cirque” is a two-hour extravaganza for the entire family and is ideal for all generations. The show is very family friendly and is designed to entertain families with children and also adults who enjoy sophisticated entertainment.

Starting May 25, “Le Grand Cirque” will perform in Grand Boulevard for the entire summer in the Grand Arena, one of three, cream-colored Italian-style, air-conditioned fabric structures which comprise the venue. The Grand Arena, located adjacent to Grand Park in Grand Boulevard’s Town Center, will hold just under 1,100 people and is within short walking distance to seven signature restaurants and casual eateries.

There are evening and matinee shows throughout the week. Evening shows are at 8 p.m. Tuesday – Saturday. Matinees are slated for 2 p.m. on Wednesday, Thursday and Sunday. Visit the Web site or call the box office for matinee days, times and ticket prices. Best seats do sell out fast so be sure to book your tickets now at [www.cirquedestin.com](http://www.cirquedestin.com) or by calling the box office at (866) 973-9610. For best savings, book online.

“Le Grand Cirque” provides a spectacular experience to enhance the perfect vacation and is the new must-see attraction for visitors and locals alike in this region.

Miramar Beach-based Howard Group developed Grand Boulevard, the Town Center which includes two Marriott hotels and is located at the entrance to Sandestin® Golf and Beach Resort.

### **About Grand Boulevard**

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida’s Beaches, named one of the top 12 international destinations to visit for 2010 by *Frommer’s*. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit [www.grandboulevard.com](http://www.grandboulevard.com).

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**Photo caption: International sensation Le Grand Cirque performs their amazing and visually stunning live shows weekly in Grand Boulevard throughout the summer.**