



For Immediate Release

***The Beatles™ LOVE™ by Cirque du Soleil®***  
**Director - Dominic Champagne, Music Directors – Sir George Martin & Giles Martin**

LOVE, a co-production with Apple Corps Ltd. and Cirque du Soleil, celebrates the musical legacy of *The Beatles* and is presented exclusively at The Mirage in Las Vegas. This joint artistic venture marks the first time that *The Beatles* company, Apple Corps Ltd., has agreed to a major theatrical partnership. The project was born out of a personal friendship and mutual admiration between the late George Harrison and *Cirque du Soleil* founder Guy Laliberté.

LOVE brings the magic of *Cirque du Soleil* together with the spirit and passion of *The Beatles* to create an intimate and powerful entertainment experience. It captures the essence of love that John, Paul, George and Ringo inspired during their astonishing adventure together.

Sir George Martin, *The Beatles* original producer, and his son Giles Martin worked with the entire archive of Beatles recordings to create the musical component for LOVE. The result is an unprecedented approach to the music for a stage production. "I think we have achieved a real sense of drama with the music, the audience will feel as though they are actually in the theatre with the band. People are going to be knocked out by what they are hearing!" said Giles Martin.

Using the master tapes at Abbey Road Studios, Sir George and Giles created a unique soundscape for LOVE. "We wanted to make sure there are enough good, solid hit songs in the show, but we don't want it to be a catalog of 'best of's'," said Sir George Martin. "We also wanted to put in some interesting and not well-known Beatles music and use fragments of songs. The show is a unique and magical experience."

Apple Corps Ltd. released the LOVE album through Capitol/EMI Records on November 20, 2006. Available in stereo and 5.1, this is the first Beatles album available in 5.1 surround sound.

The soundtrack to LOVE won two Grammy Awards in the categories of Best Compilation Soundtrack Album for Motion Picture, Television or other Visual Medium and Best Surround Sound Album at the 50<sup>th</sup> Annual Grammy

Awards Sun, Feb. 10<sup>th</sup>, 2008. Ringo Starr, along with Sir George Martin, The Beatles legendary producer, and his son, Music Producer Giles Martin, accepted the award for Best Compilation Soundtrack. During the acceptance speech, Ringo Starr gives tribute to the Martin's: "George Martin was involved then and now George, along with his son Giles, is involved again. They did a great job with the music and with Cirque du Soleil it turned into a beautiful dream."

Dominic Champagne, who directed and wrote the original concept for the show, explained his vision for LOVE. "I wanted to create a Beatles experience rather than a Beatles story, taking the audience on an emotional journey rather than a chronological one, exploring the landscapes and experiences that have marked the group's history," said the director.

LOVE is a Rock 'n' Roll poem, a magical mystery tour into the heart and soul of *The Beatles* music through an exploration of the aesthetic, political and spiritual trends of the 1960s. Inspired by the poetry of the lyrics, the creative team designed a series of scenes inhabited by colorful characters in extravagant costumes.

The international cast of 60 channels a raw, youthful energy evoking the exuberant and irreverent spirit of *The Beatles*. High-energy fusions of urban, freestyle dance, aerial performance and fast-paced athleticism make LOVE a visual and musical feast.

LOVE is presented in a custom-built theatre at The Mirage featuring 360° seating and advanced high definition video projections with 100-foot digital, moving images. The panoramic surround sound system will envelop the audience who will experience *The Beatles* music like never before...

**Inspiration:** John Lennon, Paul McCartney, George Harrison, Ringo Starr.

***Cirque du Soleil* Creative Team:**

Guy Laliberté – Guide, Show Concept Creator

Dominic Champagne – Director and Writer, Show Concept Creator

Gilles Ste-Croix – Director of Creation, Show Concept Creator

Chantal Tremblay – Associate Director of Creation

Jean Rabasse – Theatre and Set Designer

Philippe Guillotel – Costume Designer

Jonathan Deans – Sound Designer

Yves Aucoin – Lighting Designer

Francis Laporte – Video Projection Designer

Hansel Cereza and Dave St-Pierre – Choreographers

Guy St-Amour – Acrobatic & Rigging Designer

Daniel Cola – Acrobatic Performance Designer

Nathalie Gagné – Make-up Designer

Patricia Ruel – Props Designer

Michael Curry – Puppet Designer

Guest Creators:

Geneviève Dorion-Coupal – Choreographer  
Daniel Ezralow – Choreographer  
Margie Gillis - Choreographer  
Alexis Martin – Dramaturge Consultant  
François Pérusse – Comic Audio-clips Designer  
André Simard – Aerial Acrobatic Designer

**For Apple Corps Ltd.:**

Sir George Martin – Music Director  
Giles Martin – Music Director  
Neil Aspinall – Executive Producer

**TICKET PRICES**

\$99, \$125, \$150 (plus tax).

**SHOW SCHEDULE:**

LOVE will be performed Thursday through Monday with no shows on Tuesdays or Wednesdays. There will be two shows nightly at 7:00pm & 9:30pm.

**TO RESERVE TICKETS:**

By phone: 702 792 7777 or 800 963 9634  
Online: [www.cirquedusoleil.com](http://www.cirquedusoleil.com), [www.thebeatles.com](http://www.thebeatles.com) or [www.mirage.com](http://www.mirage.com).  
In person: At the LOVE box office at The Mirage or any of the MGM MIRAGE box offices in Las Vegas.

**ABOUT CIRQUE DU SOLEIL:**

From a group of 20 street performers at its beginnings in 1984, *Cirque du Soleil* is now a major international organization providing high-quality artistic entertainment. Since its founding, *Cirque du Soleil*® has thrilled over 70 million spectators in close to 200 cities on five continents. In Las Vegas, *Cirque du Soleil* has a privileged partnership with MGM MIRAGE to create and present unique and innovative productions. In addition to LOVE™, these productions include *Mystère*™ at Treasure Island, "O™" at Bellagio, *Zumanity* the Sensual Side of *Cirque du Soleil* at New York-New York Hotel & Casino™, KÀ™ at MGM Grand, *CRISS ANGEL Believe*™ at Luxor, and *Viva ELVIS*™ at ARIA Resort & Casino™ at CityCenter.

For more information, visit the *Cirque du Soleil* website at [www.cirquedusoleil.com](http://www.cirquedusoleil.com).

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**PLEASE NOTE:**

- For Creative Team biographies, show images and additional information, visit the *Cirque du Soleil* Press Room at <http://www.cirquedusoleil.com/CirqueDuSoleil/en/pressroom/default.htm> (Registration is required to access images and media information)