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DISNEY LIVE! PRESENTS MICKEY'S MUSIC FESTIVAL KICKS OFF IN DOHA

***Thousands of Disney music fans attend opening night of the highly
anticipated theatre production at the QNCC***

Limited tickets still available at Virgin Megastores & www.virginmegastore.qa

Doha, Qatar: 12 February, 2014 —The curtain for the highly anticipated show *Disney Live!* presents *Mickey's Music Festival* went up to a roaring crowd at the Qatar National Convention Centre (QNCC) last night.

After months of preparation and anticipation following on from the record-breaking success of *Disney On Ice celebrates 100 Years of Magic* in 2013, the all-star line-up of Mickey Mouse, Minnie Mouse, Donald Duck, Goofy along with more than 25 Disney characters performed Disney's greatest hits from the blockbuster movies of Aladdin, The Little Mermaid and *Disney•Pixar's Toy Story* remixed for a fresh new sound.

One of the crowd's favourite scenes received a roar when Ariel's six sisters broke out into Beyonce's smash hit, 'Single Ladies'. Everyone was on their feet and singing along to the award-winning song. The classic, 'A Whole New World' took mums and dads on a journey down memory lane as Aladdin and Jasmine made a special guest appearance.

Ahead of the show's spectacular opening, Mickey Mouse and Minnie Mouse were spotted around town including in front of the iconic Al Zubarah Fort, an important archaeological site recently appointed a World Heritage Site by the UNESCO. Fans and shoppers at a local mall were surprised on Saturday, when Mickey Mouse and Minnie Mouse broke out into a special performance of 'Rock the Mouse' at a local mall. Children and adults of all ages were thrilled to have their pictures taken with their favourite Disney characters.



Produced by Feld Entertainment and brought to Doha by the Qatar Tourism Authority (QTA) and organized by Sport & Entertainment Solutions (SES), this unique family stage show will no doubt be one of the most memorable events of the year.

"Disney Live! presents Mickey's Music Festival is an entirely different kind of show than Disney On Ice celebrates 100 Years of Magic. A unique theatre production incorporating Disney's greatest hits, we are thrilled to be able to introduce some children to their first-ever theatre experience," said Ali Haidary, CEO and Founder of SES.

"Our aim alongside the QTA is to bring quality family entertainment shows to the region. It is important that we make these world-renowned shows accessible to the Middle East. The way Disney On Ice was received, inspired us to continue to bring back a variety of shows including Disney Live! presents Mickey's Music Festival," Haidary added.

Disney Live! presents Mickey's Music Festival is the sixth incarnation of Disney Live! since its creation in 2004. It recently completed a tour of Turkey and Cyprus. Due to popular demand, the show's organisers, Sport & Entertainment Solutions (SES) added a new performance on Thursday, February 13th at 3:30pm to ensure everyone had the opportunity to see this lively musical extravaganza.

Limited tickets on sale at Virgin Megastores and www.virginmegastore.qa. Ticket prices start from: Bronze: QR150; Silver: QR250; Gold: QR375; VIP: QR1000.

To discover more about *Disney Live! presents Mickey's Music Festival*, visit our official Facebook page: www.facebook.com/DisneyLiveMiddleEast