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Disney on Ice coming to Dubai in September

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'Rockin' Ever After' to feature well-loved characters from 'The Little Mermaid', 'Beauty and the Beast', and more

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tabloid!



Image Credit: Courtesy of
Feld Entertainment

Ice show 'Disney on Ice' will make its UAE debut in September with 'Rockin' Ever After'.

Mickey's skating into Dubai this September. *Disney on*

Haidary said his company has signed a five-year contract with Feld Entertainment, the official producer of the show hired by The Walt Disney Company.

“We will bringing a *Disney on Ice* every year for the next five years. That’s our commitment,” he said. And that could also include the brand new show, *Frozen*, based on the mega hit film of the same name.

Audiences in the UAE can look forward to other shows owned by Feld Entertainment, which include the Ringling Bros. and Barnum & Bailey Circus, the American circus show; and *Marvel Universe: LIVE!*, an arena show based on Marvel Comics characters.

“It’s about time we had shows like these in Dubai. This city has grown so fast, so quick and it’s become the leading entertainment hub not only in the region but also in the world,” said Haidary.

The show will head to Doha, Qatar, from September 24 to 27.

Tickets for Disney on Ice: Rockin’ Ever After in the UAE go on sale on June 16 for Dh175 (bronze), Dh275 (silver), Dh475 (gold), Dh1,000 (VIP) and Dh2,000 (Royal Rink side), at Virgin Megastores and online at www.virginmegastores.ae. For more on the show, go to disneyoniceme.com.

Ice, the hit touring ice show will make its UAE debut on September 10 for a four-day show at the Dubai World Trade Centre, it was announced on Sunday. Tickets go on sale on June 16.

While various versions of the show exists, the one coming to Dubai is called *Rockin' Ever After* and will feature stories, songs and characters from Disney films including *The Little Mermaid*, *Tangled*, *Brave* and *Beauty and the Beast*.

The September arrival will mark the first time *Rockin' Ever After* is performed outside of the US, said Ali Haidary, the CEO of Dubai-based Sports and Entertainment Solutions (SES), the local organisers.

“*Disney on Ice* is one of the leading family entertainment concepts in the world with more than 30 million people watching it every year in 75 countries. And we’re so happy to host *Rockin' Ever After* because it will be the first time it leaves the US,” he said. “We had the opportunity to bring it last year but could not get the dates for the venue. We needed venues with ceiling heights of more than 14 to 15 metres and the Dubai World Trade Centre Arena is the only that can accommodate that.”

Bringing an ice show to the UAE in September is going to be a lot of hard work, he added.

“We have to build an Olympic-sized ice rink in the middle of the desert in September. I don’t think a lot of people get what a big deal that is. We’re talking lots and lots of 14-foot containers coming from USA and setting up a 5,000-seat arena which is basically an empty shell.

“Besides building the site, and the light and sound, technicians will be flown in especially to build the ice. It’s a very unique science and takes about three days. But the technicians have got it down to a tee.”