



Draft v6

SETTING THE STAGE FOR *DISNEY ON ICE* CELEBRATES 100 YEARS OF MAGIC

- *The ice floor is set for one of the most anticipated family shows of the year*

- *Tickets are still available from www.virginmegastore.qa for the Thursday, 13 June show at 3.30pm.*

Doha, Qatar: XX June, 2013: For the first time ever, an ice rink has been installed in the iconic Qatar National Convention Centre where Mickey Mouse, Minnie Mouse and their friends from Disney will take the audience on an unforgettable journey. Forty-eight hours after installation, the ice is now set and the magical arena is ready for the *Disney On Ice* stars to enchant audiences from 13th to 16th June.

Ice Engineers used two 64,000 kilogram refrigeration units to freeze 48,000 litres of water to form the ice floor where the Disney will perform live.

With the cast and crew descending upon Doha in the next few days, excitement is building for the commencement of one of the most spectacular live skating shows to ever take place in the Middle East, *Disney On Ice celebrates 100 Years of Magic*.

The ice extravaganza will bring together all-time favourite Disney characters in a visually stunning production. Complemented by award-winning music, stunning choreography and beautiful costumes, the show will deliver a lifetime of memories.

“After months of preparation, *Disney On Ice* is finally here. The team is incredibly excited that the ice is set and the arena is ready for the show to commence,” said Ali Haidary, the Founder and CEO of Sport & Entertainment Solutions (SES), the organisers of *Disney On Ice*, produced by Feld Entertainment.

“Logistically, this is one of the most challenging projects we have ever undertaken. The show is one of the largest, and most memorable, *Disney On Ice* productions ever created, with over 100 cast and crew flying to Doha to make this dream a reality,” he added.

The venue, part of Qatar Foundation for Education, Science and Community Development, has recently won the Best Events Venue award at the annual Middle East Event Awards 2013 held in Dubai in May. Now work has already started to transform the QNCC into a fantasy land with the impressive castle becoming the centrepiece for Disney’s most memorable and magical scenes. Standing 38 feet at its highest point and weighing in excess of 20,000 pounds, designer



David Potts chose the castle as the one image that would “transcend the years and become the show’s unifying theme.”

Adam Mather-Brown, General Manager of QNCC, said, “The sheer effort and innovation that will transform part of the QNCC is astounding. We have had the privilege of hosting many major international events but this, without a doubt, demonstrates the flexibility of QNCC. Not least because this is the first time that we have had an ice rink installed in our venue. I am confident that the thousands of *Disney On Ice* fans will be delighted with the show.”

Sport & Entertainment Solutions announced in late April that *Disney On Ice* celebrates *100 Years of Magic* would be coming to the Middle East for the first time in association with the Qatar Tourism Authority.

Held in the majestic QNCC, Disney ticket holders will be able to access show hall 7 and 8 following the DOI signs. Directions can be found on the QNCC website, <http://www.qatarconvention.com/>, and on official DOI social media pages.

To discover more about *Disney On Ice*, log on to www.disneyonice.qa and visit the official *Disney On Ice* Facebook and Twitter pages: www.facebook.com/DisneyOnIceME and www.twitter.com/DisneyOnIceME. Members of the media are invited to visit the Press Room at www.feldentertainment.com.

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