

Produced by Feld Entertainment

Disney
ON ICE
ROCKIN' EVER AFTER

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PRESS RELEASE

Immediate Release

THE COOLEST SHOW ON ICE RETURNS TO DOHA THIS SEPTEMBER

Disney On Ice presents Rockin' Ever After features Disney•Pixar's BRAVE, and Disney's The Little Mermaid, Tangled and Beauty and the Beast

Tickets on sale soon at all Virgin Megastores and www.virginmegastores.qa

Doha, Qatar: 10th June, 2014 – The most talked about family entertainment show in the Middle East is returning to Doha, Qatar with an exhilarating new production featuring adventurous moments from *Disney•Pixar's BRAVE* and *Disney's The Little Mermaid, Tangled* and *Beauty and the Beast*.

After last year's sold out success of *Disney On Ice presents 100 Years of Magic*, this energetic new show, *Disney On Ice presents Rockin' Ever After*, uses the popular talent show trend as a vehicle to weave the four stories together. Mickey Mouse, Minnie Mouse, Donald Duck, and Goofy search the globe for the hottest acts to perform in their talent showcase, leading them into the worlds of Merida, Ariel, Belle and Rapunzel whilst comical Disney characters make appearances throughout the show to try to be the next superstar.



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Produced by Feld Entertainment, presented by the Qatar Tourism Authority and its Events Diary, OnQatar and brought to Qatar by Sport & Entertainment Solutions, Mickey Mouse, Minnie Mouse, Donald Duck and Goofy will skate into the Qatar National Convention Center (QNCC) with their friends from September 24th – 27th.

In 2013 over 15,000 tickets were sold within the first two days, with the majority of fans taking advantage of the early bird discount special. A total of 40,000 tickets were sold, making *Disney On Ice* present *100 Years of Magic* the most successful family entertainment event in Qatar's history.

For this new show, Sport & Entertainment Solutions Founder & CEO, Ali Haidary, said tickets would go on sale in June to ensure families had the opportunity to secure their seats before travelling on their summer vacation. Tickets to *Disney On Ice* presents *Rockin' Ever After* will be available from all Virgin Megastores & www.virginmegastores.qa.

"We're pleased to be working with the Qatar Tourism Authority who have facilitated in ensuring *Disney On Ice* returns to Doha for another year," he said.

"This year's *Disney On Ice* is truly rockin' with Disney properties that are packed with comedy and personality. The whole family will be delighted by the exciting acts, and traditional Disney stories told like never before, in a brand-new ice spectacular."

Mr Haidary added: "I would encourage mums and dads to purchase their tickets early and secure their seats for this amazing new show before leaving on their summer vacation."

The return of another *Disney On Ice* production reflects the Qatar Tourism Authority's (QTA) objective to keep families engaged and entertained in Qatar.

"The high quality focused leisure campaigns for this summer will continue to attract family travelers," said Rashed Al Quresh, Executive Director of Marketing & Promotions, QTA.



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“QTA is lining up some fun and entertainment activities for the Summer Festival, and the *Disney on Ice* show is being a key event of this festival. We believe that bringing such an international event like the *Disney on Ice* show to Qatar is in line with our objective to build thriving leisure tourism industry in Qatar and make it a preferred family destination for tourists in the region.”

“Qatar is an ideal family destination not only due to its family-friendly atmosphere, there is something for all ages and interests in Qatar. From arts and culture, to leisure and entertainment, Qatar offers families a range of options for holiday enjoyment. We are promoting events in Qatar, and we have some major family oriented events happening such as *Disney on Ice* are highlighted through onqatar.qa,” added Mr Al Qureshi.

In this cutting-edge production, the cast of world-class skaters are pushed to the limit with a Spanish web act featured during *The Little Mermaid* segment. Ariel transforms from mermaid to human when she emerges from Ursula’s cauldron, and dangles 35-feet over the ice, showing off her brand new legs.

“Everyone will be in awe as they watch Ariel slowly pulled upwards and then rapidly twirl above the ice,” says Director Patty Vincent. “This is the first time that we’ve captured her transformation like this in a production. That’s what makes *Rockin’ Ever After* different, we selected scenes we’ve never done before and then took our time on the details to make them truly special.”

Vincent also travelled to Scotland to research the details of *BRAVE* and prepare for its *Disney On Ice* debut. This segment of the show opens with headstrong Merida, blazing across the ice as if she were running freely through the highlands of her native country. The choreography changes to a more festive style, heavily influenced by Scottish dancing, for the presentation of the suitors. All three clans-- MacIntosh, MacGuffin and Dingwall-- arrive prepared to fight for Merida’s hand in marriage after Queen Elinor extends the invitation. Merida’s mischievous trio of brothers provide laughs as they take swings at one another and mock the rest of their Scottish friends.



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In addition, Mickey Mouse and the gang jam out to hit music featured on Disney Channel. The Beast and his castle's enchanted entourage take center stage to win over Belle, while Rapunzel, with her charming ally Flynn by her side, receives a warm welcome home from her kingdom with illuminating lanterns.

Disney On Ice presents *Rockin' Ever After* travelled to more than 30 cities during its 2012-2013 North American tour. Tickets for *Disney On Ice* presents *Rockin' Ever After* start from QR 175, QR 275, QR 475, VIP QR 1000 and Rink-side Royal QR 2000. Ticket are available from all Virgin Megastores and www.virginmegastores.qa

To discover more about *Disney On Ice*, log on to www.disneyoniceme.com, or visit us on Facebook and YouTube.

