



***MANY GOOD NEWS AT ILLUMI!***  
***After a freezing winter and being stuck inside***  
***THE ADVENTURE CONTINUES THIS SPRING!***  
***DATES ADDED THROUGH APRIL 17!***

**LAVAL, QUEBEC (TUESDAY, FEBRUARY 8, 2022) @ILLUMICAVALIA #ILLUMILAVAL** – Due to strong demand, the producers of *Illumi – A New Dazzling World of Light*, are pleased to announce **A NEW SET OF DATES** for the 2021-2022 season to continue this marvelous adventure on foot and by car this spring.

This phenomenal and nocturnal adventure for kids and grownups alike will now be presented **through Easter weekend, until April 17, 2022**, in Laval.

**DOGGOS AT ILLUMI**

Visitors will be able to discover the New Dazzling World of Lights accompanied by their dog, whether by car or on foot! The second doggie night will take place this Thursday, February 10, 2022. Despite bitter cold temperatures, more than 200 dogs attended the first Doggie Night in January. Environment Canada announces +3 degrees this Thursday! Get your leashes, get set, gambol! Visitors will need to add a doggo ticket upon check out, but it's free for the four-legged friend! 🐕

**VALENTINE'S DAY WITH THOSE WE LOVE**

Throughout the month of February, visitors can enjoy a special Valentine's Day touch with structures illuminated with the colors of love, in addition to be delighted by some of the most romantic soundtracks.

**IT WILL BE NICE OUT DURING SPRING BREAK!**

Illumi is the perfect outing to keep the kids busy during Spring Break school holidays. Spring and Easter touches will also be added from mid-March. Visitors can also continue to indulge their sweet tooth at the Cavalia sugar shack located at The Egg-ceptional Farm. Note that visitors on foot have access to restauration areas throughout the pedestrian route, and that parking is free!

**KIDS FULL OF TALENT - DRAW ME ILLUMI, IMAGINED WITH [GLOBO](#)**

For a second year in a row, the Draw me Illumi contest is back! Your child's imagination could come to life at the next edition of the New Dazzling World of Lights! The *Draw Me Illumi* competition - a perfect activity for quiet evenings at home - aims to inspire young people and stimulate their creativity by inviting them to imagine a light structure or an enchanted tableau that could become reality and stand among the universes of Illumi's next edition in Laval. Themes such as family, friends, trips or memorable vacations, hobbies and sports, favorite animals, invented characters or fantastic creatures... the only limit is your child's imagination!

Your child could win:

- The chance to see the drawing come to life in the 2022-2023 edition of Illumi in Laval
- 6 exclusive invitations for a magical evening to discover the final masterpiece
- A \$ 300 [GLOBO](#) gift card

There will be 3 grand winners per age group (8 years old and under, 8-12 years old and 13-17 years old)

Some “jury’s favourites” finalists will also see their structures come to life in lights among the 9 big winners.

**Parents have until March 13 to submit their child’s drawing by visiting the Facebook Page *Cavalia Illumi* or by clicking to this link directly: <https://illumi.com/en/contest-draw-me-illumi/>**

During the first edition of this contest last year, some 2,500 entries were received in this province-wide contest. Three grand prize winners and 60 drawings made by children aged 3 to 17 during the pandemic were selected and transformed into original light structures, each more inventive than the last. Discover now the talent of youth throughout Quebec in this tribute to their imagination and creativity. The Draw Me Illumi universe is undoubtedly one of the favorites of the New Magic of Lights by its beauty, its simplicity and its wave of emotions.

**TICKETS** – A limited number of tickets are available per evening, per time slot and per type of experience. Tickets must be purchased in advance and reserved online at <https://www.illumi.com/en/schedule-and-rates/>. For the experience on foot or by car, **tickets start at \$15.75 per child (3–12 years old) and at \$21.75 per adult (13 and over)**. Add an additional \$10 for vehicles (driver’s ticket). There is a reduced rate for seniors (aged 65 and over), and children aged two and under are free. Taxes are additional. Parking is free!

#### **ILLUMI | A NEW DAZZLING WORLD OF LIGHTS**

- THE LARGEST LIGHT, SOUND & MULTIMEDIA SHOW IN THE WORLD
- A BRAND-NEW 3<sup>RD</sup> EDITION FILLED WITH SURPRISES
- THE SAFEST & MOST MAGICAL OUTING FOR SPRING BREAK!
- THE MAJORITY OF LIGHT STRUCTURES AND UNIVERSES ARE NEW CREATIONS
- ADVANCED PROGRAMMING, HD PROJECTIONS AND ANIMATRONIC DINOSAURS
- 19 FANTASTIC SCENES, INCLUDING 14 AMAZING NEW UNIVERSES
- TWO EXPERIENCES AVAILABLE: ON FOOT & BY CAR
- 25 MILLION LIGHTS ON A 3KMs JOURNEY
- EVEN MORE MAGICAL AND BREATHTAKING!
- FREE PARKING

#### **EDITORIAL CALENDAR**

**WHAT:** ILLUMI – A NEW A DAZZLING WORLD OF LIGHTS  
**WHEN:** **DATES ADDED THROUGH APRIL 17, 2022**  
**WHERE:** On the Cavalia site in Laval, just steps from Centropolis  
Along Highway 15, between Boul. Saint-Martin and Boul. du Souvenir  
2805 Boulevard du Souvenir, Laval, Quebec H7V 0A3  
**TICKETS:** On sale only at [www.illumi.com/en](http://www.illumi.com/en)  
**INFO:** [www.illumi.com/en](http://www.illumi.com/en)  
**PARKING:** FREE!

**SOURCE :** Cavalia

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**ABOUT CAVALIA and ILLUMI** – Cavalia is an entertainment company that specializes in creating, producing and marketing large-scale live shows and events. A family business founded by Normand Latourelle, the company's mission is to create the unexpected. Its expertise in high technology, multimedia and special effects creates magical, unique, never-before-seen experiences. ***Illumi – A Dazzling World of Lights*** is Cavalia's latest creation: a magical and captivating nocturnal journey created with thousands of monumental light sculptures.

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