



FOR THE FIRST TIME, OUR LIGHTS WILL BE ON IN THIS SUMMER!

ILLUMI THIS SUMMER – FROM JUNE 22 TO AUGUST 6

Already nearly **half a million visitors** for the 3rd edition!



LAVAL, QUEBEC (MONDAY, MAY 30, 2022) @ILLUMILAVAL – By popular demand, Cavalia announces today that to the delight of its fans - and for the first time since its world premiere in 2019 - *illumi* is continuing its adventure during the summer season and extending its third edition by reopening its doors **from June 22 to August 6**! Tickets are on sale now at <https://illumi.com/en/>

To celebrate the arrival of the summer holidays, here are the promotional prices: For the experience by car or on foot, tickets are on sale **at \$5** for toddlers (2-4 years old), **\$10** for children (5-10 years old), **\$15** for students (11-20 years old) and **\$20** for general admission. **Add \$15** for the car (general admission driver's ticket). Babies (under 2 years old) have free access to *illumi*. Taxes are extra. Parking is free!

FOR THE FIRST TIME, ILLUMI THIS SUMMER IN LAVAL

No more masks, winter coats, boots, and mittens! *Illumi this summer* means visitors of all ages can now experience the magic of the largest sound, light, and multimedia show in the world in t-shirts, shorts, and sneakers! The warm temperatures allow for a completely different experience while discovering the 3rd edition's 19 universes. For *illumi this summer*, there will be the addition of outdoor terraces, summer touches through the Dazzling World of Lights, exciting music that will make visitors dance under the famous *illumi Tree of Lights* and themed evenings, including the long-awaited return of the doggie nights.

An ideal late-night outing for the summer holidays, *illumi* offers an epic and extraordinary adventure for kids and adults alike. Visitors travel to jaw-dropping worlds through a spectacular journey, on foot or by car. Inventive and surprising concepts are transposed into thousands of larger-than-life light structures that take shape with 25 million LED bulbs.

Cutting-edge programming technologies, high-definition projections that blur the boundaries of reality, and animatronic Jurassic creatures that immerse visitors in scenes worthy of Hollywood films also make *illumi* the family event of the summer not to be missed in Quebec.

3RD EDITION: ANOTHER ROARING SUCCESS SO FAR!

The third edition of *illumi* has been a great success since its launch, and the luminous tradition established by the creators is more palpable than ever! Despite another edition affected by the pandemic, nearly half a million visitors of all ages gathered in Laval from October 28, 2021, to May 22, 2022, to let themselves be carried away by the magic and light poetry of the 19 enchanting universes that make up this nocturnal experience. *illumi* was once again able to offer a unique, safe and magical outing.

To date for its 3rd edition, *illumi* has operated for 30 weeks, hosting 144 illuminated nights. *illumi* welcomed nearly 500,000 visitors to have fun and marvel as a family. About 75% of visitors were adults and 25% were children.

"We are very proud of our event, entirely imagined and produced in Quebec, and fortunate to be able to continue to offer magic and happiness for a 3rd consecutive edition despite another season affected by the pandemic," says Normand Latourelle, creator of *illumi* and *Cavalía*. We received several comments from our visitors who asked to live the experience in summer, and we answered the call! The tradition is really established, and we continue our adventure with you from the end of June! »

A THIRD EDITION FILLED WITH UNFORGETTABLE MOMENTS!

Last fall, visitors enjoyed a special Halloween touch with monsters, ghosts, witches, and thousands of pumpkins appearing through the Dazzling World of Lights. A holiday-inspired makeover in early-December saw several thousand luminous structures celebrating winter at *illumi*. In February, visitors enjoyed a special Valentine's Day twist with structures illuminated in the colors of love, paired with some of the most romantic soundtracks. Families had a blast through the 30,000 light structures throughout the March Spring break. Visitors of all ages were able to enjoy a spring and Easter theme before *illumi* turned off its 25 million lights on May 22 for a well-deserved break of a few weeks before continuing the adventure of its 3rd edition starting June 22.

UNMATCHED SATISFACTION

According to a customer survey, visitors were once again charmed by *illumi* and more than 80% of respondents said they were ready to return to Laval for a summer experience. No less than 96% of visitors indicated that they had a high and positive appreciation of the *illumi* experience. Finally, 91% of visitors expressed their desire to discover a 4th edition in the fall.

THE 4TH EDITION FROM OCTOBER 2022!

illumi will be back in Laval for its fourth edition in October 2022 with several new features and original programming throughout the season.

JOB CREATION

Despite a labor market severely impacted by the pandemic in the entertainment and tourism sectors, the *illumi* team is proud to have been able to hire 400 employees throughout the season to support the operations of the light show on foot and by car. Several positions are also available now. Job opportunities can be viewed here: <https://illumi.com/en/jobs/>

PAY IT FORWARD

illumi's team say they are honored to have brought happiness and color to the lives of visitors. It was essential for the team to make this magic shine even brighter by offering more than 6,425 free tickets to charitable organizations, including la Fondation Cité de la Santé, la Fondation du Centre jeunesse de Laval, le Relais Communautaire de Laval, la Maison de la famille St-François and Moisson Laval, to name only a few. Beyond the ticket donation, *illumi* and its partners have created charitable events and activities for those in need at la Fondation Charles-Bruneau, le Centre de pédiatrie sociale de Saint-Laurent, la fondation pour l'enfance Starlight Canada, l'Entraide Pont-Viau and la Maison des Enfants le Dauphin de Laval.

25 MILLION OF LIGHTS, 25 MILLION THANK YOUS!

The producers of *Illumi* would like to thank its main presenter, **MF Paints**, as well as its 39 precious partners and sponsors for having followed them on their adventure full of light and without whom the realization of its third edition and its extraordinary success would not have been possible. *Illumi* would also like to note the support of journalists who generated more than 320 articles, reports, capsules, and posts throughout the second season. Finally, without *Illumi*'s employees, none of this would have been possible. The producers wish to highlight their unparalleled passion and hard work that made this unique event a world-class success that is the envy of many municipalities, nationally and internationally.

ILLUMI IN TORONTO STARTING THIS SEPTEMBER!

For the first time in its history, *illumi* will be exported beyond the borders of Quebec. From mid-September, *illumi* will turn on its millions of lights in Toronto with a new version of its unique world-class experience. More details will be announced shortly.

ILLUMI'S 3RD EDITION BY THE NUMBERS (SO FAR)

Half a million visitors
75% general admission visitors
25% visitors aged 12 and under
19 fantastic universes
30 weeks of operation
144 illuminated evenings
30,000+ light structures

25 million lights
151 million media reach
400 jobs created
5,600,000 pages read on illumi.com
91,000 Facebook and Instagram followers
287,000 newsletter subscribers
40 sponsors and partners

4.5 out of 5 stars
and rave reviews on Google!

WE HAD A GREAT FAMILY EVENING. WE TOOK THE JOURNEY ON FOOT AND I DO NOT REGRET THE CHOICE AT ALL. LIGHTS IN YOUR EYES! NO TIMEOUTS!

-NANCY DAVIGNON

GENIUS CONCEPT BRIGHT AND MAGICAL THEMES ACCOMPANIED BY MUSIC THAT CAN BE RECEIVED ON YOUR CAR RADIO BY CHANGING THE THEME.

-SERGE M

SIMPLY ENCHANTING EXPERIENCE! THEMES ACCOMPANIED BY MUSIC MAKE US TRAVEL AND CARRY US THROUGH IMAGINARY WORLDS! I RECOMMEND WITHOUT HESITATION!

-MIREILLE BASTIEN

SIMPLY MAGICAL AND MAGNIFICENT! WE FORGET EVERYTHING TO ENJOY ONLY THE PRESENT MOMENT. A MUST SEE OF ANY AGE!

-JOSEE HEBERT

FOLLOW US ON SOCIAL TO BE IN THE LOOP!

Instagram: <https://www.instagram.com/illumilaval/>

Facebook: <https://www.facebook.com/IllumiLaval>

TikTok: <https://www.tiktok.com/@illumicalavia>

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.

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 are **\$5** for Toddlers (2-4 years), **\$10** for Children (5-10 years), **\$15** for Students (11-20 years) and **\$20** for General Admission. Add an additional \$15 for vehicles (general admission driver's ticket). Babies (under 2) **are free**. Taxes are additional. Parking is free!

EDITORIAL CALENDAR

WHAT : *illumi this summer*
WHEN: **From June 22 to August 6 2022**
WHERE : On the Cavalia site in Laval, just steps from the Centropolis
 Along Highway 15, between Boul. Saint-Martin and Boul. du Souvenir
 2805 Boulevard du Souvenir, Laval, Quebec H7V 0A3
TICKETS : **Pormos summer - all details here :** <https://illumi.com/en/schedules-and-rates/>
INFO : <https://illumi.com/en/>
PARKING : FREE!

SOURCE : Cavalia

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