



MF Paints presents

illumi

FOR
IMMEDIATE
RELEASE

A DAZZLING WORLD OF LIGHTS

2021-2022 RECAP – RECORD BREAKING NUMBER OF VISITORS IN LAVAL

585,000 VISITORS EXPERIENCED THE MAGIC OF ILLUMI'S 3RD EDITION

Back with a 4th edition starting October 5, 2022!

"The best family activity!"
RYTHME 105,7

"A new kind of light
therapy!"
LA PRESSE

"An impressive fusion of
creativity and technology
that is sure to amaze!"
7 JOURS

"It's beautiful, a must-see!"
TVA NOUVELLES

"Illumi goes over the top!"
JOURNAL DE MONTRÉAL

"The most magical place on
Earth!"
GLOBAL NEWS

LAVAL, QUEBEC (TUESDAY, AUGUST 30 2022) @ILLUMILAVAL – The reviews are dithyrambic, visitors are charmed, producers are delighted, and the creator **Normand Latourelle** can be very proud: Cavalia just ended its 3rd edition of *illumi – A Dazzling World of Lights* and is announcing that the largest light, sound and multimedia show in the world has gathered a **record breaking number** of visitors on foot and by car for this kind of event in North America!

3RD EDITION: ANOTHER GROUNDBREAKING SUCCESS!

No less than **585,000 visitors** of all ages gathered in Laval to let themselves be carried away by the magic and light poetry of the 19 enchanting universes that made the huge success of *illumi's* 3rd edition. The tradition created by **M. Latourelle** is more palpable than ever. More than **half a million tickets** were sold between October 28, 2021, and August 14, 2022. Illumi operated for **38 weeks** and hosted **185 illuminated nights**. About 75% of visitors were adults and 25% were children.

"In over 40 years of career in the entertainment industry, I would have never imagined being able to create a large-scale event that would attract such an impressive number of visitors of all ages" says **Normand Latourelle, creator of illumi**. "The diversity of our visitors is enriching for all of us, and I am proud of our teams for being able to imagine an activity that anyone can enjoy. I am witnessing that the magic of our lights and the pure dazzlement that comes from them is truly a universal language that allowed us to welcome nearly 2 million visitors since our world premiere in 2019."

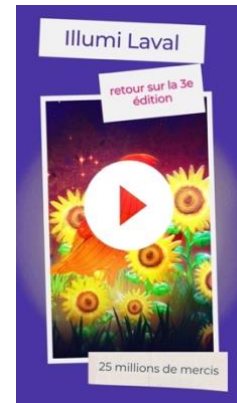
ILLUMI THIS SUMMER

By popular demand, and for the first time, *illumi this summer* was a part of the 3rd edition to allow visitors from every corner of the province to be dazzled by the thousands of light structures under the starry sky, while wearing t-shirts, shorts, and sneakers. For this summer experience, the new bars and outdoor terraces, the newly added *Bal des Ballons* with hundreds of beach balls, the summer touches through the Dazzling World of Lights, the exciting soundtrack under the famous illumi Tree of Lights, as well as the return of the themed evening "Doggie Night", made for a unanimous success.

With state-of-the-art programming technologies, high-definition projections that defy the boundaries of reality, and animatronic jurassic creatures that make visitors feel like they are right in the middle of a Hollywood film, **illumi this summer** was THE must-see summer outing in Quebec.

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 tens of thousands 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 closing its 3rd edition with **illumi this summer** earlier this month.



THE 4TH EDITION - EVEN MORE SPECTACULAR - STARTING OCTOBER 5, 2022!

illumi will be back in Laval for its fourth edition this Fall with several new additions and original programming throughout the season. This even more spectacular edition will kick off **October 5** with a special Halloween-themed experience. Tickets are now on sale at <https://laval.illumi.com/en/>

ILLUMI IN TORONTO STARTING THIS SEPTEMBER!

For the first time in its history, **illumi** will be exported beyond the borders of Quebec. Starting September 14, **illumi** will turn on its millions of lights in Mississauga, Ontario, with a new version of its unique world-class experience. Tickets are on sale at <https://mississauga.illumi.com>

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 7,773 free tickets to charitable organizations, including la Fondation du Centre jeunesse de Laval, la Course des pompiers de Laval, la coopérative de soutien à domicile de Laval, le Centre d'aide aux victimes d'actes criminels de Laval (CAVAC), 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 et 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 400 articles, reports, capsules, and posts throughout the third 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.

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ILLUMI'S 3RD EDITION BY THE NUMBERS

585,000 visitors
75% general admission visitors
25% visitors aged 12 and under
19 fantastic universes
38 weeks of operation
185 illuminated evenings
30,000+ light structures

25 million lights
160 million in media reach
400 jobs created
6,750,000 pages read on **illumi.com**
93,100 Facebook, Instagram et TikTok followers
287,000 newsletter subscribers
40 sponsors and partners

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/@illumicalvalia>

ABOUT CAVALIA and ILLUMI – Cavalia is an entertainment company based in Quebec 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://laval.illumi.com/en/schedules-and-rates/>

Parking is free!

EDITORIAL CALENDAR

WHAT: *illumi – A Dazzling World of Lights * New edition even more spectacular!*

WHEN: **From October 5, 2022 to January 8, 2023**

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

TICKET: <https://laval.illumi.com/en/schedules-and-rates/>

INFO: <https://laval.illumi.com/en/>

PARKING: FREE!

SOURCE: Cavalia

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