

**IMAGINATION ENTERTAINMENT HONORED WITH SPECIAL EVENTS
GALA AWARD**

Cirque de la Mer named “Best theatrical entertainment production”

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Each year at “The Special Event”, a tradeshow sponsored by *Special Events Magazine*, the event industry honors extraordinary achievements with the Gala Awards. At the January 12 awards ceremony, Imagination Entertainment was singled out for top honors. The Gala Award for “Best Theatrical Entertainment Production” went to Sam Trego’s Imagination Entertainment for their innovative *Cirque de la Mer* show at SeaWorld San Diego.

Cirque de la Mer, which premiered before an audience of 2500 event planners in May, received rave reviews from both SeaWorld and the media. The cirque-style production takes place entirely in the water of San Diego’s Mission Bay. The cast of acrobats and “sea sprites” take the audience on a journey to the colorful fantasy world of *Amphibia*, the spectacular set designed and constructed for this show. *Cirque de la Mer* achieves a new level of artistry, from costume design to choreography to the original musical score composed by Sam Trego.

The development of a water-based cirque show was not without its challenges. Sam Trego, President of Imagination Entertainment said, “From the early stages of production we faced many ‘opportunities’ at the Mission Bay venue. At all times our priority was the safety of the performers. We planned for varying tide levels, underwater obstacles and wind conditions. Producing this show has been the biggest challenge of my career, but the end result is truly magical.”

Cirque de la Mer ran from May through September 2001 at SeaWorld San Diego, and will be returning again in May 2002 with new enhancements. The show has broken all attendance records for this venue at SeaWorld and will be performed 400 times throughout the 2002 season, in addition to the many corporate and other special events at SeaWorld.

The Gala Awards are presented each January, and are much like the “Academy Awards” of the special event industry.