

illumi

NEW DAZZLING WORLD OF LIGHTS

FOR
IMMEDIATE
RELEASE

350 000 TICKETS ALREADY SOLD FOR THE 3RD EDITION!

ILLUMI – NEW DAZZLING WORLD OF LIGHTS EXTENDED THROUGH MARCH 13, 2022!

**END OF CURFEW – ILLUMI IGNITES THE NIGHT!
THE SAFEST & MOST MAGICAL OUTING FOR VALENTINES' DAY AND SPRING BREAK!**

LAVAL, QUEBEC (MONDAY, JANUARY 17, 2022) @ILLUMICAVALIA #ILLUMILAVAL – Due to strong demand, the producers of *illumi – A New Dazzling World of Light*, the most magical, mesmerizing, and safe event in Quebec, are pleased to announce the addition of **6 more weeks** to its calendar just in time for lovebirds to book their Valentine's Day romantic outings and for families planning spring break activities.

This phenomenal and nocturnal adventure for kids and grownups alike will now be presented **through March 13, 2022**, in Laval. Tickets for the new dates and time slots, for the experience on foot or by car, are now on sale exclusively online at www.illumi.com/en

A limited number of tickets are available per evening, per time slot and per type of experience to ensure a safe and exceptional outing. Tickets must be purchased in advance and reserved online at <https://www.illumi.com/en/schedule-and-rates/>

Whether on foot or by car, the luminous poetry of Illumi's 19 fantastical scenes populated with tens of thousands of structures and made of 25 million sparkling lights is sure to delight visitors of all ages now through spring break. Note that visitors on foot have access to warm-up areas throughout the pedestrian route, and parking is free!

FEBRUARY IS THE MONTH OF LOVE AT ILLUMI AN EXTRAORDINARY OUTING 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.

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
- 350 000 TICKETS ALREADY SOLD FOR THE 2021-2022 EDITION
- A BRAND-NEW 3RD 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: **EXTENDED THROUGH MARCH 13, 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: On sale only at www.illumi.com/en
INFO: 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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