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NEWS RELEASE



FOR IMMEDIATE RELEASE
November 20, 2009

Sacre Bleu! Here Comes the Holiday Bus!

New Cirque du Soleil-Themed Bus Set to Travel Around Big Blue Bus Service Area During Holidays, Bringing Smiles and Spreading Holiday Cheer.

SANTA MONICA, Calif. – The Big Blue Bus has announced that it will roll out its popular fully wrapped holiday bus beginning the morning of Saturday, November 28. The bus will remain in service throughout the season until January 4. This year's sponsor is the Cirque du Soleil's production of KOOZA, and the bus will reflect the show's vibrant colors, spirit and uplifting message.

The festively wrapped 40-foot-long, clean fuel bus has become a traditional start of the holiday season in Santa Monica and other parts of Los Angeles. The holiday bus will travel a different route each day around the Big Blue Bus service area to ensure as many people as possible get a chance to see it – or ride on it – during the holidays.

"The design of this year's bus is just spectacular, a real head turner, and we think people are going to love it," said Big Blue Bus Customer Relations Manager Dan Dawson. "We have so many people tell us they take pictures in front of the decorated bus every year with their families and friends, so the holiday bus has really become quite a nice tradition in the area."

This year's new design features a major character of the KOOZA show poised against a backdrop of vivid purple, gently falling snowflakes and brightly wrapped red presents. The tagline exclaims, "There has never been a better time to dream."

Cirque du Soleil plans to charter the holiday bus for a special promotional tour around Los Angeles on November 27, one day before the official rollout. Scheduled stops include ICE at Santa Monica from 11 a.m. to noon, the Santa Monica Pier from noon to 12:45 p.m. as well as a stop at Hollywood and Highland from 1:30 p.m. to 3 p.m. According to tour management, KOOZA-themed representatives will hand out candy canes and holiday cards promoting the holiday production of KOOZA, now playing at the Santa Monica Pier until December 20.

The Big Blue Bus transports more than 80 thousand passengers a day around its large service area, which includes Santa Monica, West LA and downtown LA.

For more information or high-resolution images of the holiday bus, please contact Francine Pares at 949-481-7559 or fpares@intelibrand.com. For more information about Cirque du Soleil or KOOZA, visit www.cirquedusoleil.com.

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