

**Launch of its major fundraising campaign**

# **The National Circus School receives a historic donation from Cirque du Soleil**

**Montréal, June 15 2023** – It was during the 29th fundraising event, held on June 8 at La Tohu, that Stéphane Lefebvre, President, and CEO of Cirque du Soleil Entertainment Group, announced a donation of one million dollars to the National Circus School (NCS). This is the largest donation ever received in the history of the institution, founded more than 40 years ago. The National Circus School also took advantage of the event to officially launch its major fundraising campaign in front of more than 500 representatives of the greater Montreal business people.

## **Ambitious projects for the National Circus School**

This major fundraising campaign aims to raise six million dollars over five years. These donations will allow the school to pursue its educational mission according to the high-quality standards to which it has always aspired, to offer state-of-the-art facilities and to build a new studio dedicated to research and innovation. The funds raised will also help to set up a brand-new circus arts initiation program for schools in Quebec and Canada, aimed at democratizing the practice and ensuring a greater pipeline of circus artists.

## **A prestigious campaign board**

In addition to the generous donation, Stéphane Lefebvre has also agreed to chair the campaign board made up of committed volunteers. He will be supported by:

Anthony Amiel

President

**Corbeil électroménagers**

Michael Fortier

Vice Chairman

**RBC Capitals Markets**

Norman John Hebert

President and CEO

**Groupe Park Avenue**

François Lecavalier

Member of the Advisory Board

**UNSC-Power**

Karl Tabbakh

Associate director, Québec region

**McCarthy Tétrault**

«We are very proud to support the training and development of new emerging circus artists from Quebec and around the world. We are convinced that this contribution will act as a lever for the recruitment of new students, research and innovation in the field of circus arts, in addition to ensuring the conservation and enhancement of the heritage, the history and the living memory of this art. With its reputation and international influence, the NCS is a first-level partner for the Cirque Soleil Entertainment Group, and we are very proud to be able to contribute to its development year after year.»

**Stéphane Lefebvre, President et CEO of Cirque du Soleil Entertainment Group.**

« We are very proud of the relationship of trust and collaboration that our two organizations have maintained since the very beginning. We welcome this exceptional contribution from Cirque du Soleil with tremendous gratitude. With this gesture, he reiterates the importance of our institution for the health and advancement of our ecosystem and supports our ambition to elevate the NCS into a global hub for teaching, research and innovation in the circus arts. The campaign announced today carries this vision and will contribute to the realization of the aspirations of the School. »

**Éric Langlois, Executive Director of the National Circus School.**

«The entire Foundation team devotes time and energy to supporting the National Circus School in maintaining its position as an international leader and as a professional training institution for circus arts, as a research center for innovation and transfer of knowledge and as a place of conservation for the heritage of this art. The major campaign we are embarking on will allow the NCS to remain an important player in the development and evolution of circus arts. »

**Anthony Amiel, President of the National Circus School Fondation.**

## **About the National Circus School**

For over 40 years, the National Circus School (NCS) has been training and developing the new talents of the next generation of circus artists from Quebec and around the world. Renowned worldwide, the NCS is also dedicated to research and innovation in the field of circus arts, in addition to ensuring the conservation and enhancement of the heritage, the history and the living memory of this art.

## **About Cirque du Soleil Entertainment Group**

Cirque du Soleil has reinvented the way the circus arts are perceived, from a local troupe of performers to a world-renowned company. Headquartered in Montreal, QC, the Canadian organization has become a leader in the live entertainment industry by creating immersive and iconic world-class experiences on six continents. Cirque du Soleil connects with its fans in an authentic, human and inclusive way. The company aims to positively impact people, communities and the planet using what sets it apart: creativity and art. It employs more than 4000 people, including 1200 artists of 90 different nationalities. Since its creation in 1984, more than 378 million people have been inspired in over 86 countries around the world. To learn more, visit <https://www.cirquedusoleil.com/>.

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## **For additional information**

Marie-Pier Côté  
[mpcote@tactconseil.ca](mailto:mpcote@tactconseil.ca)  
418-999-4847