

## Panasonic turns up the magic with a chance to win a trip to Las Vegas

*Zellik, September 24, 2018* – As part of its 2018 Bring Magic Alive campaign, Panasonic Energy has announced the second installment of its year-long campaign, in partnership with *Cirque du Soleil*®. The exclusive European promotion is designed to engage users of Panasonic Energy products by having them curate a unique online *Cirque du Soleil* show. The participant who captivates the largest audience will win a trip for two to Las Vegas to see a *Cirque du Soleil* spectacle.

The winner of the first installment of the competition was announced recently. Gaining an impressive 273 spectators, the grand prize winner, from Italy, will make their way to Montreal, Canada to watch *Cirque du Soleil* perform. The Bring Magic Alive campaign has kicked off to a promising start and will grow in engagement as word spreads throughout Europe.

### A spectacular display

Interested participants are encouraged to [enter the contest](#) on the Panasonic *Cirque du Soleil* website. They will gain access to snippets of exclusive footage of the world-renowned *Cirque du Soleil* performers, which they can then collate to produce a breathtaking online show for family and friends. As audience participation builds, entrants unlock even more snippets to create an experience that is beyond spectacular. The entrant with the most spectators will win a trip for two to experience the wonder of *Cirque du Soleil* in Las Vegas.

### Inspiring creativity

The contest is open to participants across 30 European countries and is backed by a wide range of eye-catching point-of-sale promotional materials. The packages feature colourful and exciting images of the *Cirque du Soleil* performers, especially designed to draw attention to the products on the shelves. European consumers are encouraged to bring the magic alive through expressing creativity and imagination in their shows.

### Empowering partnership

Panasonic is an official partner of *Cirque du Soleil* and the Bring Magic Alive campaign will help widen Panasonic's appeal and build awareness and engagement for its extensive battery range.

This second instalment of the Panasonic *Cirque du Soleil* contest will run from September 3 through to December 27, 2018. It's time to put your producer hat on to be in the running for a trip for two to see *Cirque Du Soleil* perform in Las Vegas. Head to the contest website to [enter now](#).

#### **ABOUT PANASONIC ENERGY EUROPE NV**

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods.

Panasonic's vast and lengthy experience in the consumer electronics field has enabled Panasonic to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide). For more information, please visit: [www.panasonic-batteries.com](http://www.panasonic-batteries.com).

#### **ABOUT PANASONIC**

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ended 31 March 2016, Panasonic posted consolidated net sales of around 61 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. This year, Panasonic celebrates its 100th anniversary with a 'Bring Magic Alive' campaign. More information about the company and the Panasonic brand name at [www.panasonic.net](http://www.panasonic.net).

---

#### **PRESS CONTACT**

##### **ARK Communication**

Ann-Sophie Cardoen  
Project Manager  
T +32 3 780 96 96  
[ann-sophie@ark.be](mailto:ann-sophie@ark.be)  
[www.ark.be](http://www.ark.be)

##### **Panasonic Energy Europe NV**

Vicky Raman  
Brand Marketing Manager  
T +32 2 467 84 35  
[vicky.raman@eu.panasonic.com](mailto:vicky.raman@eu.panasonic.com)  
[www.panasonic-batteries.com](http://www.panasonic-batteries.com)