

Thomas from Germany wins a trip to *Cirque du Soleil* in Las Vegas thanks to Panasonic

Zellik, 4 February 2020 – Thomas B. from Germany wins two Best in House Tickets to *Cirque du Soleil*® in Las Vegas. Close to 30K people took part in Panasonic and *Cirque du Soleil*'s online competition. Soon, the winners will fly off to Las Vegas to see the world-renowned show and enjoy three nights of luxury hotel accommodation.

Europe's biggest battery manufacturer, Panasonic Batteries, and global live entertainment group *Cirque du Soleil* engaged in a splendid collaboration. Special Edition Battery Packs and an online competition offered participants across Europe a chance to win a trip for two to see *Cirque du Soleil* perform in Las Vegas.

28,993 people from 28 European countries entered the competition, which ran from April to December 2019. Thomas B. from Germany and a person of his choice win first prize: return flights to Las Vegas, Best in House Tickets to *Cirque du Soleil* and three nights of luxury hotel accommodation. Each week of the competition, five participants received Panasonic prizes: a compact camera, slow juicer, headphones, beard/hair trimmer and electric toothbrush.

TOTEM™ and eneloop, a partnership with extraordinary results

TOTEM™, a show by *Cirque du Soleil*, and Panasonic's rechargeable range, eneloop, have been collaborating for years, with extraordinary results. As well as the eneloop range for microphones and receivers, TOTEM™ technicians and performers use Panasonic CR2032 Lithium Coin cells to power guitars. Andres Vasquez, Head of Sound Engineer at TOTEM™, is convinced of eneloop's power: "We've been getting an incredible life out of these batteries ... which are going strong after close to eight months [using and recharging] over and over." [Click to watch the full video testimonial.](#)

Superior reliability and durability

Capacity, reliability and durability are key for electronic equipment within the entertainment industry, with performances day after day, night after night, in challenging conditions like heat and intense movement. "In the very competitive world of rechargeable portable power sources, eneloop is definitely of superior quality. It has been tested time and time again on our tour, and it's a trustworthy product, no question there," says the Assistant Company Manager at *Corteo*™. "Here, on *Corteo*, they are mostly used backstage where they provide power for our technicians' headlights and flashlights as well as in some merch display items with exceptional reliability."

Powering six shows... and counting

No less than six *Cirque du Soleil* touring shows worldwide use products from the Panasonic Batteries range. By working together, both groups envision ever-growing battery sustainability in the entertainment business.

In addition to the use of eneloop at TOTEM™ and *Corteo*™, products from the Panasonic Batteries range power *Cirque du Soleil* shows LUZIA™, Amaluna™, KURIOS™- Cabinet of Curiosities and KOOZA™. And the collaboration is ever expanding: *Cirque du Soleil* is considering the use of Panasonic products on six more touring shows; as well as widening the range of batteries used to AAA and AA batteries for laser pointers, laser distance measuring and more.

The road to more sustainable entertainment

Originally composed of 20 street performers in 1984, *Cirque du Soleil* Entertainment Group completely reinvented circus arts and went on to become a world leader in live entertainment. They now perform shows all year round in cities across the globe. Panasonic Batteries is a division of the Panasonic Corporation, one of the largest and leading electronic product manufacturers in the world.

Cirque du Soleil and Panasonic Batteries unite in their desire to deliver ultimate quality to their audience and customers, whilst also respecting the planet. With the Official Partnership between these two global players, the world takes a step towards a more sustainable entertainment industry.

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.

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 ending 31 March 2018, Panasonic posted consolidated net sales of around 61,4 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. Panasonic celebrated its 100th anniversary in 2018. Read more about the company and the Panasonic brand name at www.panasonic.com.

P

RESS CONTACT

BBC

Gaëlle Braeckman
Project Manager
T +32 9 312 33 30
braeckman@bbc.be
www.bbc.be

Panasonic Energy Europe NV

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
www.panasonic-batteries.com