

Time is running out for the chance to win a trip to see *Cirque du Soleil*[®] perform in Las Vegas

Zellik, 21 November 2019 – European fans are reminded that the Panasonic and Cirque du Soleil's colourful collaboration continues until the end of the year. This means that the grand prize trip for two to Las Vegas is still on offer, along with weekly prizes. All it takes is a quick, five-question online survey.

Earlier this year, Panasonic Energy and *Cirque du Soleil* teamed up once again following the success of their co-branding campaign in 2018. Since April, Panasonic has been running a competition and encouraging all of its dedicated European fans to enter by filling out a brief questionnaire on the [campaign website](#). Entries will officially close on 29 December 2019, so there is still a chance to enter.

Inspiring and Creative

Last year's collaboration saw the lucky winners of two separate online contests being flown to Montréal, the international headquarters of *Cirque du Soleil*, and Las Vegas respectively, to see a dazzling show of these now world-renowned performers. The Bring Magic Alive campaign appealed to the creative side of entrants by getting them to edit snippets of thrilling *Cirque du Soleil* shows. They were then asked to host online shows for their families and friends.

The grand prize in this year's competition, sees the winners again heading for the bright lights of Vegas for a visually enticing and acrobatic-filled experience. To be in the running, participants need to head to the dedicated campaign website to answer five brief questions about their perception and use of batteries. These responses will help to inform Panasonic's development of even more innovative products.

Competition prizes abound

After answering the five questions, the part that will seal the grand prize deal is guessing the number closest to the correct answer to the question, "How many attendees have seen the show TOTEM™ by *Cirque du Soleil*, currently touring Europe, from its creation in 2009 until December 2018?"

Additionally, right up to the end of this year, there will continue to be five weekly consolation prizes. Entrants have the chance to get their hands on a compact camera, a slow juicer, headphones, a beard/hair trimmer or a rechargeable electric toothbrush. The [exciting prizes](#) can be seen in detail on the campaign landing page.

Powerful brands join forces

Panasonic is an Official Partner of *Cirque du Soleil* touring shows in Europe and plays an important role in bringing the magic of TOTEM to life. Panasonic Batteries help to power different elements of the show, including their audio equipment. Additionally, the partnership helps Panasonic's brand appeal to a wider audience and grow consumer awareness of its extensive premium battery range.

See the splendour of *Cirque du Soleil*

Visit the competition website to see magnificent images of the talented performers from the show TOTEM by *Cirque du Soleil*. The successful partnership is also visible in more than 30 European countries, where co-branded, point-of-sale products feature radiant images of *Cirque du Soleil* artists. These special edition packs entice European residents to enter the competition. Time is running out though. Entries close on 31 December.

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 and 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.net.

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