



Circus Professionals Stunned by No. 1 Question Asked at Circus Museum Federation Responds with New Digital Tool

Monte-Carlo, Monaco (12 August 2013) Participants at the professional circus meetings held at The John and Mable Ringling Museum of Art in January of this year were taken by surprise when confronted with museum visitors' most commonly asked question.

"What do you think we get asked most often by visitors to the Circus Museum?" Deborah Walk, Tibbals Curator for the Circus Museum, inquired of meeting participants. The answer: "Where can I visit a circus?"

It is not surprising that visitors are motivated to see a live circus performance when surrounded in the museum setting by visual and auditory displays of its rich history, cultural influence and importance. In this information-rich age, potential circus patrons on vacation or other travel outside of their homes also may want to learn online if there is a circus nearby which they can visit and even pre-book seats. That museum visitors and other persons interested in the circus may need assistance to locate a circus in their vicinity was a clear call to action for the Federation.

The Federation, in cooperation with Associated Member Aladdin's Ticketing, has created a new on-line tool to meet this need. "Find a Circus" will allow visitors to the Federation website (see the gold star at www.circusfederation.org) including at kiosks at circus museums - to identify circuses playing in their geographical area.

"The Federation is critically concerned with the preservation of Circus history. But we are equally committed to actions that promote the Circus and ensure its future," said Executive Director Laura van der Meer. "Participation will be limited to circuses that are members of the Federation's members such as the European Circus Association, OABA in America and En Piste in Canada.. Circuses will manage their own data and will decide whether to opt to offer online booking services managed by Aladdin's or by their existing online booking operator. A third option would simply be to refer the patron back to the circus' own website."

The new tool currently provides information for Australia, Monaco and South Africa. It will be expanded in the coming months. Circuses interested in participating should contact their national circus association for details. Questions and requests for online booking may be sent to: johnlemare@gmail.com

The Fédération Mondiale du Cirque was founded in 2008 under the patronage of H.S.H. Princess Stephanie of Monaco and is headquartered in Monte-Carlo. The Federation is a non-profit organization created to promote Circus arts and culture worldwide, to serve as a voice for the Circus community, and to represent Circus interests at the international level.

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