

LAYA HEALTHCARE'S CITY SPECTACULAR GETS READY TO CELEBRATE ITS 10TH BIRTHDAY

OVER 250,000 EXPECTED IN DUBLIN AND CORK FOR IRELAND'S BIGGEST SUMMER FESTIVAL

The **FREE** festival that brought you 14,000 people breaking the Where's Wally World Record, 1,500 people bouncing on space hoppers, a custard pie throwing championship, rainbow disco and hundreds of jaw-dropping street performers from all over the world; is getting ready to blow out its candles to celebrate its 10th birthday this July.

Laya Healthcare's City Spectacular takes place in Dublin's Merrion Square this July 10th – 12th and in Cork's Fitzgerald Park on July 18th and 19th. Entry to this family friendly festival is entirely **FREE** of charge. A 34-time Guinness World Record holding sword swallower, metal bar-bending strong woman, fast-footed football freestyler and children's workshops in science, theatre, music and art are among the programme highlights at this year's festival.

Speaking in anticipation of this year's Laya Healthcare's City Spectacular, Director Shell Holden commented, "This July we celebrate our 10th birthday, and to blow out our candles in style we have invited the very best international street performers, including the return of some fan favourites, to wow audiences in both Dublin and Cork."

"The festival is the highlight of the international street performance calendar and this year's line up includes weight-lifting American strongwoman *Mama Lou*, Australian sword-swallower and extreme performance artist *The Space Cowboy*, Argentinian football freestyler *Victor Rubilar* and British female contortionist *Bendy Em*, who can fit her whole body into a 16 inch see-through box. We would love everyone - families, friends, couples, pet gold fish - to come join in the celebrations and enjoy our **FREE** festival this July."

Laya healthcare, Ireland's second largest health insurance provider, remains as title sponsor of this fantastic family festival, and is focusing on children's health and wellbeing at this year's event.

Laya healthcare Deputy Managing Director D.O. O'Connor commented, "We are delighted to once again sponsor Laya Healthcare's City Spectacular, which is the biggest free family summer festival in Ireland.

"At laya healthcare, giving back to our members through free family events like the Laya Healthcare City Spectacular is just another demonstration of our brand promise of 'looking after you always'.

“This year, we are also extremely excited about our Super Troopers with laya healthcare area which will showcase the innovative, fun and free games from Ireland’s first health homework programme.”

The Super Troopers with laya healthcare area will put children and their parents at the heart of the action with a focus on increasing physical activity levels in a fun and friendly environment. This area will play host to family *Happy Yoga* and *FitKidz* classes in addition to featuring simple and fun games that can also be played at home.

The Super Troopers with laya healthcare area is also excited to showcase, for the very first time, the winning ‘Get in the Game’ playground games. The competition which opens for entry on Tuesday 2nd June, will be calling on entries from both primary schools and families. Entrants will be tasked with creating their own new playground game which can easily be played in schools or at home for little or no cost. For more information on how to enter, check out the laya healthcare Facebook page www.facebook.com/layahealthcare.

A banquet for the brain, the *ESB Spark Your Imagination* area is the creative hub for children designed to inspire, educate and feed the imagination. Here you’ll find a feast for the senses with funky rapping and slapstick workshops from *The Ark*, science shows from the mad German scientist *Doktor Kaboom* and French wooden games from *Festi-Jeux* for all children to enjoy.

Laya healthcare will once again bring their ever-popular *Kid’s Court* to the family-loving festival, but this time it is even messier, meaner and more mischievous than ever! Children can put their parents on trial, who may be sentenced to a custard-pie-in-the-face or a bucket of iced water thrown as punishment.

Laya Healthcare’s City Spectacular will take place from July 10th – 12th in Dublin’s Merrion Square and July 18th and 19th in Cork’s Fitzgerald Park

For the full programme of fun activities and excitement at Laya Healthcare’s City Spectacular check out www.cityspectacular.com.

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ENDS

LAYA HEALTHCARE’S CITY SPECTACULAR LISTINGS:

DUBLIN: Merrion Square, Dublin 2

Supported by Dublin City Council and Fáilte Ireland
Friday July 10 – Sunday July 12, 2015
12 – 8pm daily

CORK: Fitzgerald Park

Supported by Cork City Council and Fáilte Ireland
Saturday July 18 - Sunday July 19, 2015

12 – 8pm daily

INTERNATIONAL STREET PERFORMERS:

- The Space Cowboy | thespacecowboy.com.au
- Mario Queen of the Circus | marioqueenofthecircus.com
- Sideshow Shep | shephuntly.com
- Mama Lou | strongwomanmamalou.com
- Bendy Em | bendyem.com
- USA Breakdancers | usabreakdancers.com
- Victor Rubilar | victorrubilar.com
- Million Dollar Eyebrows | alexmartin.com
- Fraser Hooper | fraserhooper.com
- Trampoline Mission 3 | cirquebelge.com

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