



## NEWS RELEASE

For more information contact:

Mike Mullet

Cookerly Public Relations

(404) 419-9233

[mike@cookerly.com](mailto:mike@cookerly.com)

### **Magical Journey: Children with Special Needs to be Treated to Special Night with *Ringling Bros. and Barnum & Bailey*® in Atlanta**

*Gas South, Metro Atlanta Mayors Association partner with Feld Entertainment to provide circus tickets, special pre-show event for 250 local children with special needs February 19 at Philips Arena*

(Atlanta – February 16, 2010) – *The Greatest Show On Earth*® will be even greater for 250 local children with special needs who will embark on the Ringling Bros.' Magical Journey, Friday, February 19, as the Ringling Bros. and Barnum & Bailey Circus presents an eight-day run of "Zing Zang Zoom" at Philips Arena in downtown Atlanta. During the Magical Journey, the children, along with a parent or guardian, will be provided with tickets to the circus performance beginning at 7:30 p.m., as well as a private pre-show with Ringling Bros. performers on the arena floor from 5:45 to 6:30.

The evening of circus magic is being made possible through the collaboration of Atlanta-based natural gas marketer Gas South, which purchased and donated 500 tickets for the children and an accompanying adult; the Metropolitan Atlanta Association of Mayors (MAMA), which worked with agencies in their respective communities to distribute the tickets to local children with special needs; and the southeast regional office of Feld Entertainment, Inc. which owns and operates Ringling Bros. and Barnum & Bailey.

Mike Bodker, mayor of the City of Johns Creek and chair of MAMA, said the Metropolitan Atlanta Mayors Association is proud to partner with Gas South and Feld Entertainment on this initiative. Bodker began working to organize the event for children with special needs after attending the U.S. Conference of Mayors in Providence last summer where he met representatives of Feld Entertainment.

“The folks at Feld have been tremendous in their support, and it is obvious to anyone who works with them that they are fully committed to ensuring that every child has the opportunity to enjoy the thrill and excitement that is the circus,” said Bodker. “I am also personally very grateful to Gas South for providing the financial support that will allow these very special children from the metro Atlanta area to experience the wondrous world of “Zing Zang Zoom” in such a personal way.”

In addition to receiving tickets to the performance, concessions and a souvenir, all donated by Gas South, Feld Entertainment will provide a private pre-show on the arena floor exclusively for the children and their companions. During the pre-show the children will be able to meet the performers, see up-close demonstrations of stunning acrobatics, be introduced to animal performers and experience Clown Alley with makeup and costumes.

Feld, which has produced similar events across the U.S., is designing the pre-show event specifically for the special needs of the children who will be attending. For example, children with hearing impairments will be provided with sign language interpreters (who will also provide sign interpretation during the circus performance), while the pre-show elements for children with visual impairments will focus on touch and sound experiences. Feld also is providing wheelchair and other mobility device-accessible seating for guests.

“Celebrating the child in all of us is what Ringling Bros. is really all about and we are delighted to partner with MAMA and Gas South to welcome these children and their parents for some very special Ringling Bros. magic,” said Russ Belin, Feld Entertainment’s Regional Vice President, Southeast.”

Gas South enthusiastically committed to being lead sponsor of the Magical Journey event and considers its sponsorship to be part of an ongoing commitment to support the communities it serves. The company has worked closely on several community projects with the City of Johns

Creek and Mayor Bodker and was eager to support his work with Feld Entertainment on an event for local special needs children.

“Mayor Bodker is always working to improve the quality of life for the citizens of his community as well as greater Atlanta, and we are honored to have the opportunity to partner with him on this project,” said Kevin Greiner, CEO of Gas South. “And Feld Entertainment is one of the leading family entertainment organizations in the world – we’re glad to work with them and put on a great show for some great kids.”

As a sponsor of the circus in Atlanta, Gas South is also offering a special promotion that allows circus-goers to receive a 20 percent discount on tickets to “Zing Zang Zoom” To take advantage of this offer and learn more about offer restrictions, visit the Gas South Web site at [www.gas-south.com/offers](http://www.gas-south.com/offers); or use the promotional code “GASSOUTH” when ordering tickets through TicketMaster. Offer expires February 18, 2010.

**Notes for media:**

- Excellent visuals and B-roll/photo opportunities
- Interview opportunities available
- Media credential required for access to pre-show event; media must check in at back entrance of Philips Arena (near loading dock area)
- Contact Mike Mullet, (404) 419-9233, to be added to event media list; early sign-up strongly recommended

###

**About Feld Entertainment**

Feld Entertainment is one of the worldwide leaders in producing and presenting live entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in more than 60 countries on six continents and include *Ringling Bros. and Barnum & Bailey*<sup>®</sup>, *Feld Motor Sports*, *Disney On Ice*, and *Disney Live!*

**About Gas South**

Gas South is one of Georgia's largest and fastest growing natural gas suppliers, serving 250,000 residential, business and governmental customers across the state. Based in Atlanta, Gas South is locally owned and operated, with all customer service provided through Georgia-based call centers. Gas South strives to help their customers get comfortable every day with clear prices, great rates and outstanding service.

**About the Metropolitan Atlanta Mayors Association**

The Metro Atlanta Mayors Association (MAMA) was created in 2003 as a cooperative alliance of the mayors of 65 cities in the 10-county metro Atlanta region. MAMA's purpose is to foster communications among cities in the metro Atlanta region, support public policy decisions beneficial to them, coordinate activities among the cities that benefit the entire region, and communicate identified needs to federal, state and regional agencies and organizations and to the citizens of the region.