

MYSTÈRE BY CIRQUE DU SOLEIL IMMORTALIZED WITH NEWLY NAMED STREET, 'MYSTERE DREAMS AVE,' ON THE LAS VEGAS STRIP

*Permanent Tribute Commemorates 30
Years of Enchantment at Treasure Island
Hotel & Casino*

LAS VEGAS, NV, UNITED STATES,
October 9, 2024 /EINPresswire.com/ --
The legendary Las Vegas production
Mystère by Cirque du Soleil, which has
captivated audiences for over three
decades with more than 14,000 shows,
was honored with a permanent street
sign along the iconic Las Vegas Blvd.
"Mystère Dreams Ave" has replaced the
former "Siren's Cove Blvd," serving as
the main entrance to Treasure Island
Hotel & Casino.

Kicking off the unveiling ceremony was
Treasure Island's Executive Director of
Entertainment Operations, Paul

Reams, who spoke to the impact of one of the longest lasting resident productions to date,
followed by Clark County Commissioner Tick Segerblom, who highlighted the significance of this
milestone for the Las Vegas community. The fun continued when Mystère performers helped
unveil the new sign with Mystère's very own Red Bird perched on top.

Mike Newquist, President of the Resident Shows Division and Affiliate Shows Division also
expressed his gratitude at the unveiling. "On behalf of the Cirque du Soleil team, we are
extremely thankful to continue being part of Treasure Island's lasting legacy. The installation of
'Mystère Dreams Ave' is a testament to the show's enduring influence. We sincerely appreciate
our partners at Treasure Island for their continued support over the years and look forward to
many more."



CIRQUE DU SOLEIL®

The original must-see Cirque du Soleil production fuses high-energy acrobatics with evocative choreography all set to the thunderous rhythms of the Taiko drums. Recently surpassing 14,000 shows *Mystère* continues to inspire both new audiences and longtime fans. Performances take place Friday through Tuesday at 7 p.m. and 9:30 p.m. For more information and to purchase tickets, visit www.cirquedusoleil.com/mystere.

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About Cirque du Soleil Entertainment Group

Cirque du Soleil Entertainment Group is a world leader in live entertainment. Building on four decades of pushing the boundaries of the imagination, the artistic entertainment company brings its creative approach to a large variety of artistic forms such as live shows, multimedia productions, long-form content, music, immersive experiences, and special events. Cirque du Soleil Entertainment Group celebrates 40 years of defying reality, defining entertainment, and illuminating the world through art and creativity. Since its creation in 1984, more than 400 million people have been inspired on 6 continents and 86 countries. The Canadian company now employs more than 4000 employees, including 1200 artists from more than 80 different nationalities. For more information about Cirque du Soleil Entertainment Group, please visit cirquedusoleil.com.

About Treasure Island

Treasure Island on the Las Vegas Strip is a privately owned hotel and casino. Boasting nearly 3,000 guest rooms, Treasure Island is a world-class destination for headline entertainment. Home to *Mystère*, the classic Cirque du Soleil performance combines the powerful athleticism, high-energy acrobatics and inspiring imagery that has become the company's hallmark. Upscale and casual dining choices, hip nightspots and indulgent spa and shopping experiences further complement the one-of-a-kind Treasure Island guest experience. For more information about Treasure Island, visit www.treasureisland.com, or follow on Instagram, Twitter or Facebook @Tlvegas.



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