



**ON MARCH 16, 2019, CBS WILL BROADCAST FOR THE FIRST TIME A
NEW ENTERTAINMENT SPECIAL
“ONE NIGHT FOR ONE DROP, IMAGINED BY CIRQUE DU SOLEIL”**

*HOSTED BY ENTERTAINMENT TONIGHT’S KEVIN FRAZIER AND
OLYMPIC CHAMPION AND BROADCASTER TARA LIPINSKI*

Las Vegas, Nevada (March 14, 2019)— CBS will premiere a new entertainment special “ONE NIGHT FOR ONE DROP, IMAGINED BY CIRQUE DU SOLEIL”, brought to you by COLGATE, on Saturday, March 16 (8:00-9:00 PM ET/PT) on the CBS Television Network. This is the first time that this special sold-out charity performance will be televised on CBS. Entertainment Tonight co-host Kevin Frazier and internationally acclaimed figure skater Tara Lipinski will host the broadcast, sponsored by COLGATE who is committed to raising awareness of the global water crisis and making #everydropcounts through its Save Water campaign.

One Drop presented its seventh annual philanthropic event “One Night for One Drop” imagined by Cirque du Soleil at the “O” Theatre at Bellagio Resort & Casino on Friday, March 8, where the event was taped for the March 16 broadcast. For the evening’s one-night-only performance, One Night for One Drop, presented by MGM Resorts International and Colgate, co-written and directed by André Kasten and Leah Moyer, welcomed Academy Award-winning film score composer **Hans Zimmer** and celebrated Strip headliner **Blue Man Group**, internationally recognized choreographers **Andrew Winghart** and **Alexander Ekman**, and world-renowned creatives **Keone and Mari**, who all orchestrated breathtaking pieces to artistically echo this year’s inspirational theme of human connection, friendship, nature, love and loss.

One Drop raised over one million dollars from the live auction and pledge session organized during the event. **Among the extravagant lots offered at the auction, the McLaren 570S Spider raised \$310,000.** The specially designed and manufactured McLaren 570S Spider in Muriwai White, dubbed the “2019 One Night for One Drop 1 of 1” is part of the exclusive limited unique six car collection “Racing Through the Ages”

bespoke by the McLaren MSO (McLaren Special Operations) in the UK. **Audemars Piguet, a committed supporter of the One Drop Foundation for the past 10 years, created a unique and dedicated Royal Oak Selfwinding Chronograph specifically for the event that raised \$220,000.** The other four auction lots offered exceptional travel experiences including a voyage aboard *The World*, the largest privately-owned residential yacht on the planet that raised \$28,000, a secluded St. Tropez getaway in a private Château that raised \$60,000, a private jet to the Turks & Caicos and villa at COMO Parrot Cay that raised \$80,000 and a Serengeti safari-living experience in Tanzania and 'Male Cheetah' bronze sculpture by artist Richard MacDonald that raised \$100,000.

All proceeds from these auction items directly support One Drop's safe water access initiatives around the world and educational efforts throughout the Las Vegas Valley.

ONE NIGHT FOR ONE DROP, IMAGINED BY CIRQUE DU SOLEIL, brought to you by COLGATE, is a production of Active International and Addressable Media. Executive producers are Neal Weinberg and Omar Zabian, and supervising producers are Adam Hertzog and Patrick McManus. The special is produced and directed by Adam Hertzog and Tore Livia.

For press information, please contact Sarah Gargano at sarah@sarahgargano.com.

ABOUT ONE DROP™

One Drop is an international foundation created by Cirque du Soleil founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development, today and forever. Our mission is to ensure sustainable access to safe water and sanitation to the most vulnerable communities through innovative partnerships, creativity and the power of art. Together with its partners, One Drop brings its unique Social Art for Behaviour Change™ approach to promote the adoption of healthy practices around water, sanitation and hygiene through locally inspired social art programs, empowering the communities to take ownership of the projects over time. For this to be possible, One Drop puts together novel fundraising initiatives supported by a visionary community of partners and donors. One Drop counts over 10 years of turning water into action with projects that will transform the lives of over 1.4 million beneficiaries around the world. The foundation was recognized by Charity Intelligence as one of the 2018 Top 10 Impact Charities in Canada. To learn more about One Drop, visit www.onedrop.org. Interact with One Drop on Facebook and Twitter at @onedrop, or on Instagram @1dropwater

ABOUT CIRQUE DU SOLEIL ENTERTAINMENT GROUP

Cirque du Soleil Entertainment Group is a world leader in live entertainment. On top of producing world-renowned circus arts shows, the Canadian organization brings its creative approach to a large variety of entertainment forms such as multimedia productions, immersive experiences, theme parks and special events. It currently has

4,500 employees from nearly 70 countries. Going beyond its various creations, Cirque du Soleil Entertainment Group aims to make a positive impact on people, communities and the planet with its most important tools: creativity and art. For more information about Cirque du Soleil Entertainment Group, please visit cdsentertainmentgroup.com.