

Media Release

16 February 2016

ROLL UP, ROLL UP! VICHEALTH SUPPORTS ACTIVE ARTS AT THE 2016 WHITE NIGHT *CIRCUS CIRCUS* SPECTACULAR TO GET THE CROWD MOVING

Thousands of Victorians will get a chance to try their hand at circus skills at VicHealth's *Circus Circus* in The Big Top precinct between Melbourne Museum and the Royal Exhibition Building as part of this year's White Night Melbourne festivities on Saturday night (20 February).

A hugely popular fixture of White Night Melbourne for three years running, VicHealth is again getting behind arts-based physical activity, or 'active arts'. This year, the VicHealth active arts stage is celebrating Victoria's vibrant performance culture with the launch of *Circus Circus*, giving everyone a great chance to get moving and have fun through art from 7pm on Saturday 20 February to 7am Sunday.

Participants can get involved by trying their hand at the trapeze or testing their juggling skills under expert guidance from trained professionals, while watching some jaw-dropping performers on stage. Everyone has the chance to be broadcast on the big screens by using the #ActiveArts hashtag in Tweets and Instagram posts featuring new skills, tricks and other great experiences at *Circus Circus*.

Performances range from aerial stunts, acrobatics and trapeze artistry to hula hooping, juggling and comedy. There'll be opportunities for all ages and abilities to try out new activities.

Performers from Circus Oz, Performing Older Women's Circus, Cirque Africa and more will be on hand in a designated training area and roving throughout the audience demonstrating smooth moves and guiding participants in the art of a variety of circus skills.

Along with professional performances, the audience will be offered a rare opportunity to see what goes on behind the scenes with an exposé of circus rigging, training and preparation for each act.

VicHealth CEO Jerril Rechter, who herself is a former dancer and choreographer, encourages White Night attendees to come along to *Circus Circus* and get active and meet new people through fun art activities.

"We're excited to be throwing our full support behind White Night 2016. Research shows that by bringing people together to be involved in events like this is a fantastic way to promote physical and mental wellbeing as well as building social connections," Ms Rechter said.

"At VicHealth, we want to provide as many opportunities as possible to help Victorians find something they really enjoy that gets them physically active – and using art is a great way to do this.

"As well as helping to get your heart pumping and meet your 30 minutes of daily physical activity, active arts opportunities like these give you the opportunity to express yourself, meet new people, be inspired and of course, have lots of fun."

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White Night Artistic Director Andrew Walsh said “VicHealth has partnered with White Night Melbourne since 2014 and we are thrilled to have them on board again in 2016 to deliver a program that brings together the physicality of performance, the creativity of the arts and the health and wellbeing of participants.”

VicHealth’s *Circus Circus* is free of charge and runs for 12 hours overnight this weekend in The Big Top Precinct, Museum Plaza, between the Royal Exhibition Building and Melbourne Museum in Carlton, from 7pm until 7pm. Just head towards the building illuminated in vibrant VicHealth green.

For a preview of performances that will be on display at Circus Circus visit https://www.youtube.com/watch?v=qK8p8K_rg5U

For more information on White Night Melbourne visit www.whitenightmelbourne.com.au/event/circus-circus/

High resolution photos are available if required.



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