

ICON Park Blue Man Group Groundbreaking Coverage Recap





Orlando's four major broadcast stations were on site for the groundbreaking. Interviews were coordinated with Mayor Jerry Demings, Jack Kenn and Chris Jaskiewicz. All of the segments combined reaching a combined audience of over 547,000 viewers.





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Saturday, September 7, 2024

FINAL EDITION

Judge delays Trump's sentencing

In hush money case, punishment pushed beyond Election Day By Michael R. Sisak and Jennifer Peltz

NEW YORK - A judge agreed Friday to postpone Donald Trump's sentencing in his hush money case until after the Novemverdict delayed Nov. 26, votes an

Abortion rights webpage under fire It's a 'taxpayer-funded political ad,' critics say of Amendment 4 explainer By Skyler Swisher

Founder

of charity

sex abuse

By Silas Morgan Orlando Sentinel

accused of

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NO CASE tion in which the Defendant is a candidate." "The Court is a fair, impar-tial, and apolitical institution," he added, writing that his decision "abould dispel any suggestion" otherwise. Truth Social bacform. di arg tern Most Histor In a we pee \$4.50

Blue Man Group making plans for new show, theater

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Investigation of state park plans sought

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Florida Democratic House members seek answers from DeSantis By Emily L. Maho and Max Chesnes

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opposite end. "It's going to shoehorn right in. It's going to be perfect," Kenn said. The building will fit between two angled support posts for the Eve.

Kenn said the new show will feature familiar Blue Man routines and fresh material in the form of new musical pieces.

"The show is developed. We're not in rehearsal phase yet," he said. "Once we hit rehearsal phase, everything

changes." At Thursday's ground-breaking, where the shov-

els were mere props, a small group of blue men recruited Demings to squirt paint onto a canvas (and the white-jumpsuited Kenn). That led to the unveiling of fresh artwork that read

"Blue is Back." Blue Man Group had a 14-year run at Universal Orlando in a soundstage converted into a theater that was accessed via Universal CityWalk. Production shut down along with the bulk of the tourism industry in 2020 as the pandemic took hold. That show never returned and was officially shuttered in 2021.

"When Blue Man Group was here before, I can remember seeing that show

and just thinking that was an extraordinary experience for all of us to have within our community," Demings said.

Blue Man performances typically include nontra-ditional instruments and percussion, electronic music, bold graphic presen-tations and speechless, comical, blue-skinned and bald performers. The ensemble started in New York Ciwin 1092 and also York City in 1987 and also has continuing shows in Las Vegas, Chicago, Boston, London, Berlin and Shanghai, plus international tours.

In 2017, Cirque du Soleil Entertainment Group purchased Blue Man Productions. Cirque operates the "Drawn to Life"

show at Disney Springs. Orlando ticket prices for Blue Man have not been announced, but admission at Las Vegas and New York shows start at \$49.

"We really like being easy access, gate-free, free parking. ... An important part of our essence is easy access, and Blue Man Group was very attracted to that," said Chris Jaskiewicz, Icon Park's president and CEO. "I don't like barriers. I really like the fact that this show is enjoyable to people from different countries. It fits in really well with a lot of our philosophies here."

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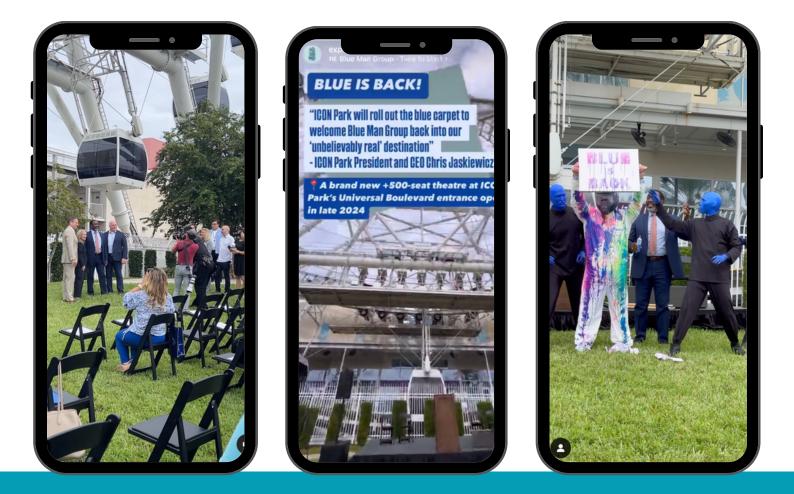


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At ICON Park's Blue Man Group groundbreaking event, Trevor Brown, Experience Kissimmee, Katie Antosh and other prominent local influencers shared content with their followers to keep the excitement growing on social media. All social media coverage had a combined potential reach of over 920,000.



TO VIEW THE INSTAGRAM CONTENT, CLICK <u>HERE</u>, <u>HERE</u>, AND <u>HERE</u>.



