



## ***THE ORIGINAL INTERNATIONAL PHENOMENON***

Few shows have touched audiences like ***Riverdance***. A celebration of Irish music, song and dance, the show focuses on the evolution of Irish dance and its similarities with, and influences on, other cultures. The phenomenon of ***Riverdance*** draws on Irish traditions and combines the richness of the music with the magic and sensuality of the dance.

***Riverdance*** was originally conceived as a spectacular seven-minute intermission entertainment for the 1994 Eurovision Song Contest televised throughout Europe to an audience of over 300 million viewers. Following the success of that performance, producer Moya Doherty, composer Bill Whelan, and director John McCoolgan, expanded the piece into a full-length stage production.

***Riverdance*** had its world premiere at the Point Theatre, Dublin, in February, 1995, where it opened to unanimous critical acclaim. The show has taken the world by storm and to date, over 22 million people world-wide have seen ***Riverdance*** live. In addition, 10 million people have purchased video versions of the show, making it one of the best-selling entertainment videos in the world.

Bill Whelan won the 1997 Grammy Award for "Best Musical Show Album" for his original music and lyrics for ***Riverdance***. This extraordinarily unique show, which features an international company, has touched the hearts of millions around the world.

***FOR FURTHER INFORMATION CONTACT:***

MERLE FRIMARK ASSOCIATES  
NORTH AMERICAN PRESS REPRESENTATIVE  
(212) 819-1133