

Viva Aerobus takes you to “Luzia”, The Cirque Du Soleil show

Mexico City, August 29, 2018.-Viva Aerobus, Mexico’s ultra-low-cost airline, joins the cultural scene as a sponsor of 'Luzia: Así soñamos México', a Cirque du Soleil show inspired by the Mexican sounds, colors and traditions. “As Mexico ambassadors, and aligned to our national expansion strategy, we are pleased to support a show that shares the pride we feel for our country and its emblematic places”, mentioned Walfred Castro, Corporate Communications Director of Viva Aerobus.

This is the second consecutive year in which Viva Aerobus sponsors a show by Cirque du Soleil, reinforcing its support for key cultural events to promote, in parallel, national tourism and artistic expressions.

One of the main airline’s contributions to this cultural event is the announcement and diffusion of the show through radio, television, social networks and digital media. Viva pursues that a growing number of people get to know the artistic offer in Mexico and the opportunity to enjoy these shows.

Additionally, Viva Aerobus will carry out dynamics in its social networks, between August and December, in which its followers will be able to win tickets to the show and flight tickets.

Luzia tour in Mexico will take place in Guadalajara (from August 31 to September 23), Monterrey (from October 4 to October 28) and Mexico City (from November 8 to December 23).

"We have more than 60 routes connecting the cities where the functions will be presented. And, with our offer characterized by low prices, which mean savings to our passengers, we encourage travelers to take advantage of their resources to enjoy unique recreational experiences such as the magic of Cirque du Soleil", added Walfred Castro.

Viva Aerobus will place, in Luzia shows, a stand of snapshots so attendees will take home a souvenir of the experience at Cirque du Soleil, one of the largest and most recognized theater producers in the world with more 30 years of experience.

For more information about the events sponsored by Viva Aerobus and their accessibility, passengers can visit the following website: <https://www.vivaaerobus.com/mx/viva-la-diversion>

Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 26 Airbus A320, including four A320neo, in 95 routes to 41 destinations. With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in México and the lowest costs in Latin America, making their flights the best value offer.

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