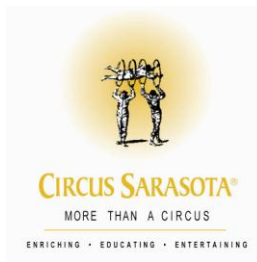


For immediate release



HIGH-WIRE FEAT HERALDS SARASOTA'S CIRCUS TRADITION

We suspend the wire... You suspend your disbelief!

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February 1, 2010; Sarasota, Florida -- Circus Sarasota superstar Nik Wallenda, a scion of the world-famous circus family, will showcase his high-wire heroism with a heart-stopping walk across a slender silver strand suspended over 200 feet in the air between The Sarasota Ritz Carlton Hotel and One Watergate Condominium; a walk over 600 feet. This spectacular event, near the intersection of North Tamiami Trail and John Ringling Boulevard in downtown Sarasota, will take place on Thursday morning, February 4 at approximately 9AM. The public is invited to witness Nik Wallenda's feat from locations surrounding Sarasota's luxurious Ritz Carlton Hotel: an historically significant site that was once home to the legendary El Vernona Hotel, built by circus impresario John Ringling.

Like many of today's famous circus artists, Nik Wallenda was born and raised in Sarasota, although he can trace his legendary family's lineage, precision, skills and courage back to 1780 in Magdaberg, Germany. Wallenda, a featured performer in the forthcoming 2010 edition of Circus Sarasota, has previously set a Guinness world record for the longest distance and greatest height ever travelled by bicycle on a high wire. Most recently, Nik has been "walking across America," showcasing his talents at theme parks and other public locations from coast-to-coast, in anticipation of his quest to walk a wire stretched across the Grand Canyon. During his upcoming engagement with Circus Sarasota, Nik Wallenda will re-create his family's famous and dangerous 7-person pyramid perched on a wire suspended in the upper reaches of Circus Sarasota's landmark Big Top.

Circus Sarasota premieres on Friday, February 12 and presents twenty-four performances through Sunday, February 28, before moving to Ft. Myers for a 3-week engagement (Friday, March 12 through Sunday, March 28.) . In Sarasota, the Big Top is located across the street from Ed Smith Stadium; in Ft. Myers, Circus Sarasota will be hosted by Gulf Coast Town Center. Information and tickets are available on-line at www.circussarasota.org and by phone at (941) 355-9805.

Circus Sarasota was founded in 1997 by Pedro Reis and Dolly Jacobs-Reis is to raise the level of the circus arts and to highlight the circus legacy in Southwest Florida. Circus Sarasota is a 501(C)3 not-for-profit performing arts, educational organization offering year-'round community outreach and human service initiatives through its *Laughter Unlimited* and *Big Top Education* programs.

www.CircusSarasota.org

(Note: Rain date for Nik Wallenda's high-wire walk between One Watergate Condominium and The Ritz Carlton Hotel will be Friday, February 5 at approximately 9 AM.)