



FOR IMMEDIATE RELEASE: August 18, 1997

FOR FURTHER INFORMATION CONTACT:

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MEDIA ALERT

CITY COUNCIL MEETING NOT POLITICS AS USUAL —
RINGLING BROS. AND BARNUM & BAILEY® GOODWILL
AMBASSADORS TO PRESENT THE CITY OF SACRAMENTO
WITH 500 TICKETS

SACRAMENTO, CA--While visiting California's Capital City, entertainers from Ringling Bros. and Barnum & Bailey® will present Mayor Joe Serna, Jr. with 500 tickets to The Greatest Show on Earth®. The entertainers will attend the City Council meeting on Tuesday, September 2, 1997 at 7:00 p.m. On behalf of the City of Sacramento, Mayor Serna will distribute the tickets to charities benefiting children in each of the eight districts.

"We feel this is a wonderful chance for many children in Sacramento who've never had the opportunity to see a live performance," states Gina Montoya of the mayor's office. "Children from all backgrounds can share in the magic of The Greatest Show on Earth. We are excited to experience the show through the children's eyes."

WHO: Ringling Bros. and Barnum & Bailey entertainers, Mayor Joe Serna, Jr., and the Sacramento City Council

WHAT: Present the City of Sacramento with 500 tickets to Ringling Bros. and Barnum & Bailey

WHEN: During the City Council meeting on Tuesday, September 2, 1997 at 7:00 p.m.

WHERE: City Hall, 915 I Street, Second Floor, Sacramento

- MORE - - MORE - - MORE -

Some of the charitable organizations include:

- MAYOR SERNA: Sam Gordon Washington Neighborhood Center; La Familia Counseling Center
- DISTRICT 1: Children First-Flats Network
- DISTRICT 2: Celestial Group Home 1 & 2; TLC Soup Kitchen
- DISTRICT 3: Washington Children's Center
- DISTRICT 4: Sacramento Police Department V-Team Youth Program
- DISTRICT 5: Oak Park Community Center, Kids-N-Play; Salvation Army; Woodbine Elementary School
- DISTRICT 6: Sacramento START (Students Today Achieving Results for Tomorrow)
- DISTRICT 7: South Neighborhood Police Officers Team, Sector 2
- DISTRICT 8: Evelyn Moore Community Center Youth Group; Nedra Court Youth Group; Royalettes Drill Team of Meadowview

Ringling Bros. and Barnum & Bailey® is appearing at Sacramento's ARCO Arena September 3 through 7, 1997 for eight performances. (See attached fact sheet for more information.)

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EXCELLENT PHOTO OPPORTUNITY.

**FOR FURTHER DETAILS AND OTHER MEDIA OPPORTUNITIES,
CONTACT: KAREN BAKULA & COMPANY, INC. (916) 442-0957**



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CIRCUS IS BIRTHPLACE OF MANY COMMONLY USED PHRASES

Colorful "Circus-speak" was created to be used with effect during performance. Some colorful phrases were more functional and eventually found their way out of the Big Top and into the mainstream of everyday speech:

"Hold your horses!": The cry heard up and down Main Streets across America in the late 1800s and early 1900s, on the day the Circus came to town. As the magnificent Circus Street Parade progressed, a man would precede the elephants, calling "Hold your horses!" because the unusual smell of the ponderous pachyderms would often frighten the animals. At that time, horses were the commonplace mode of transportation.

"Tossing his hat into the ring.": On May 8, 1916, President Woodrow Wilson attended a performance of The Greatest Show On Earth in Washington, D.C. When the band played "Hail to the Chief," he stood up, doffed his hat and sailed it into the center ring. The reporters present interpreted this "tossing his hat into the ring" as an indication that he would run for re-election, which indeed he did.

"Jumbo": Barnum & Bailey's huge African elephant, Jumbo, was advertised far and wide in 1882 as the "largest and heaviest elephant ever seen by mortal man, either wild or in captivity." The word "jumbo" came into common usage to mean anything huge or oversized and can now be found in the dictionary as an adjective.

"Rain or shine.": This phrase began as part of the advertising pitch used in the 1820s when Circus tents were first utilized. Prior to that time in America, traveling Circuses often played out of doors with perhaps only a side wall to keep the non-paying public from seeing the show. When it rained, the performance would have to be cancelled. But under the Big Top, a Circus could perform "rain or shine." (Earliest Circuses had been temporary wooden structures, believed to have canvas tops.)

"Get the show on the road": The impatient Circus boss would use these words to mean "let's get going." He was referring to the necessity of moving the show from one town to the next in order to keep up with the tight schedule of bookings.

"Grandstanding": When Circuses came to town, representatives from newspapers were always on hand to cover the opening. It was quite commonplace for politicians and other influential people to be in the Circus stands shaking hands and generally making themselves noticeable. The dictionary currently defines "grandstanding" as "to play or act so as to impress onlookers."

FELD ENTERTAINMENT PRESENTS

RINGLING BROS. AND THE GREATEST SHOW ON EARTH BARNUM & BAILEY

BROUGHT TO YOU BY SEARS

ALL NEW FOR 1997!

GO FOR EXTREME ENTERTAINMENT!



MEDIA INFORMATION

Wed. SEPT. 3 * 7:30 PM. ON FAMILY NIGHT - SAVE \$5 TICKETS COURTESY OF KCRA CHANNEL 3 / RQCA

Thu. SEPT. 4..... 7:30PM
 Fri. SEPT. 5..... 7:30PM
 Sat. SEPT. 6..... 11:00AM* 3:30PM..... 7:30PM
 Sun. SEPT. 7..... 1:00PM* 5:00PM

† KIDS UNDER 12 SAVE \$2! COURTESY OF KPWP / PRICE LESS DRUGS

* Sun. SEPT. 7 * 1:00 PM BILINGUAL PERFORMANCE

SAVE \$3 ON TICKETS COURTESY OF UNIVISION 19

\$11.50 - \$13.50 - \$15.50

MORE BANG FOR YOUR BUCK!

Come one hour before show time and be part of the action. It's our outrageous

THREE RING ADVENTURE

where you get to clown around and act with the pros!

SEPT. 3-7

ARCO ARENA

TO BUY TICKETS:
 ARCO ARENA BOX OFFICE

All **BASS TICKETS** outlets

BY PHONE: (916) 923-2277

Special Ringside seats available wherever tickets are sold. Discounts do not apply to Ringside seats. Service and handling charges apply. No service charges at box office.

For Further MEDIA INFO Contact:

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