

PRESS RELEASE
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Mothership Creative Teams up with Los Angeles Convention and Visitors Bureau, the International Travel Association, Hollywood & Highland, and Cirque du Soleil.

Newbury Park, California (April 5, 2012) – Southern California based creative agency, Mothership Creative, has been enlisted to help the International Travel Association make a scene in the plaza at Hollywood & Highland, for the Opening Night premier party of Pow Wow 2012.

Pow Wow 2012 is the travel industry's premier international marketplace, and the single largest generator of travel to the U.S. Pow Wow's Opening Night party at Hollywood & Highlands, home of the Academy Awards, is expected to be attended by over 5,000 international attendees, and will celebrate Hollywood's 124th birthday.

The Director of Production for Mothership Creative, Darci Sutton, explains, "Mothership is handling the multimedia content for the event. It will be projected on the 200-foot tall archway that is the recognized architectural centerpiece of Hollywood and Highland. We have a lot of fun stuff planned for the media, and I think we're going to surprise a lot of people. It's going to be amazing."

Also playing a part in media projections are performers from the renowned Cirque du Soleil™ show, IRIS, which promises a journey through the world of cinema. IRIS is currently running in the Hollywood & Highland Center Theater. "We were able to film some of the unique performers from IRIS," says Sutton, "and we plan to incorporate them into a few of our media vignettes. It was fantastic working with the Cirque du Soleil™ team. We really think we're creating something quite memorable."

Mothership Creative is an independent creative agency, providing creative consulting, brand development, design, and production services.