

# **Lexus Presents a VIP Performance by the International Sensation Fuerza Bruta - Live at the Miami Jackie Gleason Theater**

October 29, 2009

Theatrical Performance Caps Off Lexus' Hispanic-Focused Initiatives

(Miami, FL) October 28, 2009 – As the leading luxury automotive brand in the United States, Lexus believes it is important to support and encourage all forms of artistic expression in the Hispanic Community. The next event in Lexus' innovative experiential campaign is a VIP evening with Fuerza Bruta at the Filmore Jackie Gleason Theater in Miami on Monday, Nov. 2, 2009.

This electric theatrical experience begins the moment audiences arrive as they pass the Walk of Stars located right outside the Miami Jackie Gleason Theater box office entrance where celebrities cement their handprints and signatures. The night will kick off with a cocktail reception leading up to the show. At show time, audiences will be ushered onto the main stage where they will be engulfed in spectacle – performers suspended in mid-air surrounded by a vast sea of mylar; and gorgeous women twisting ethereally in a lucite pool above the audience.

Fuerza Bruta is a vivid example of VIP events that will continue into 2010, before, during and after Hispanic Heritage month. In celebration of Hispanic Heritage Month, Lexus partnered with Ocean Drive Magazine and the Miami Dolphins to host a star-studded reception during the Dolphins vs. Jets game on October 12, 2009 at the ultra-modern Ocean Drive Club at Landshark Stadium. In line with Lexus' dedication to the Hispanic Community, the Lexus Listening Lounge at the Miami Auto Show featured an impressive line-up of acclaimed Latino artists from Miami. Performances included the likes of Javier Garcia, Locos Por Juana, Chris Syler, Liset Alea, Alejandra Alberti, Suenalo, Juan, Conjunto Progreso and Spam Allstars with an opening night performance by Latin Grammy winning artist Jorge Moreno. At each event, Lexus provided consumers the opportunity to interact with the Lexus IS series which combines outstanding performance with optimum luxury.

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## **About Fuerza Bruta**

FUERZA BRUTA premiered in Buenos Aires in 2005 and has been seen in Lisbon (2006), London (2006), Buenos Aires (2006), Bogota (2007) and at the prestigious Edinburgh Fringe Festival (2007), where it earned critical praise and was honored with the Bank of Scotland Herald Angel award for “the biggest and best show on the Fringe – the must see event of 2007” (The Herald). In October 2007, FUERZA BRUTA debuted at New York City's Daryl Roth Theatre where De La Guarda had played a smashing six-year off-Broadway run. The New York engagement has attracted unprecedented national media attention and quickly extended its run due to overwhelming demand. FUERZA BRUTA has broken the house record for the longest-running show at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County.

## **About Lexus**

Lexus is celebrating its 20th Anniversary in the United States. Since its debut in 1989, Lexus has earned a reputation for offering high-quality luxury vehicles and providing benchmark customer service through its 227 dealers. This has led to Lexus being the top-selling luxury automaker for nine years in a row. Lexus is also committed to the environment and, with four hybrid vehicles in its line-up, is the luxury hybrid leader. Through

its innovative technology and outstanding customer service, Lexus is dedicated to exceeding its customers' expectations.

**For More Information:**

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