



Stunning Superyacht Ballet Wows Guests at the Abu Dhabi Yacht Show Charity Gala Dinner

The 2nd Abu Dhabi Yacht Show (ADYS) Charity Gala Dinner set the tone for a glamorous long weekend by the waterside, with a stunning water ballet by seven luxurious superyachts performed at the Emirates Palace Marina, on the eve of the Middle East's premier yacht show exclusively devoted to the super and megayacht industry.

The gathering opened with a dramatic sailing-themed beachside dance performance lit up by fire jugglers, leading into the highlight of the evening – a choreographed yacht ballet lit up with shafts of light projected onto the seven yachts gliding across the marina – before a formal, sit-down dinner on the waterfront terrace.

Leading the fleet was the elegant 65m Trident, followed by a majestic parade of six ocean giants – Allure Shadow (67m), Linda Lou (60m), Ellix Too (48), Australis (48), Majesty 121 and the sleek and sporty Azimut 98 (30m) – which performed a graceful corps de ballet manoeuvre in the marina, lit by a dazzling laser display that danced across the water's surface and played on the walls of Emirates Palace.

The Charity Gala Dinner raised AED150,000 which was presented in two cheques of AED75,000 each, to the Special Care Centre Abu Dhabi's 'Donate a Brick' campaign and the Emirates Marine Environmental Group (EMEG), the show's two UAE-based charities.

End

Abu Dhabi Yacht Show

The Abu Dhabi Yacht Show (ADYS) is a show with a specific focus on superyachts and megayachts. With this unique, first-to-market formula, the ADYS sets a new standard in the world of yachting industry events and provide a world-class superyacht show distinguishing it from other yacht and boat shows across the globe.

The inaugural show in March 2009 opened to an enthusiastic reception and went onto impress exhibitors, industry experts, press and visitors alike over a course of three days. By general consensus, it provided a wealth of first-class business opportunities and catered to the highest industry requirements for quality, exclusivity and style. ADYS 2009 saw sales of vessels in excess of US\$100 million (AED 365 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the premiere event in the Middle East region for viewing the world's largest and most exclusive private yachts.

For more information and full exhibitor list, please log on to www.abudhabi yachtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events

Informa Yacht Group (IYG) is the business division that encompasses all of the yachting and boating events owned by Informa Plc. Made up of many constituent businesses that include some of the longest-standing brands in world publishing, Informa is one of the world's leading providers of information and knowledge via a wide range of media. Informa is also the largest publicly-owned organiser of exhibitions and conferences, with some 12 500 events held annually in 46 countries world-wide.

IYG's mission is to become the world's leading organiser of yachting events and to provide our customers with ever more high-quality data and information, and with constantly evolving face-to-face marketing opportunities.

IYG provides the yachting industry's manufacturers, suppliers and sponsors with a truly international marketing platform through a global portfolio of Superyacht and other marine-industry events:

- The Monaco Yacht Show
- The Abu Dhabi Yacht Show
- The Superyacht Cup, Palma & Antigua
- The Superyacht Cup Special Edition, Cowes 2012
- The Phuket International Boat Show
- The World Yacht Racing Forum
- The Yacht Racing Design & Technology Symposium
- International Superyacht Coatings Conference

For further information on the Informa Yacht Group, please visit the website <http://informayachtgroup.com/> or contact:

Celine Fenet, Group Marketing Manager

Informa Yacht Group

E-mail: celine.fenet@informayachtgroup.com / Tel: +971 4 407 2434

Or

Farah Ibrahim

TRACCS

E-mail: farah.ibrahim@traccs.net / Tel: +971 4 367 2530

TRACCS 24/7 Media Hotline: +97150 9448389