

10 YEARS OF MAGIC LAKE SHOW - SPECIAL MUSIC, BRIGHT COLOURS AND ILLUMINATED FOUNTAINS HAVE BEEN A DELIGHT FOR YEARS

The famous show in Elisabethpark on Lake Zell celebrates its 10th anniversary in 2022. This year in partnership with the clothing manufacturer Wienerroither. Zell am See-Kaprun Tourismus looks back on a decade full of inspiring music, bright colours, dancing water columns and thousands of delighted visitors.

Zell am See-Kaprun, 3 June 2022 – Magic moments, illuminated fountains and spectacular projections: This is what guests in Zell am See-Kaprun can experience three times a week (Tuesday, Thursday and Sunday) in the evening at the Magic Lake Show from 15 May to 16 October. The water, music, light and laser show has become an indispensable part of the region's weekly programme over the past ten years, and has always delighted locals and thousands of guests from numerous countries alike.

10TH ANNIVERSARY AND OPENING WITH WIENERROITHER

The 10th anniversary and the official opening ceremony of the Magic Lake Show was celebrated on 2 June with an important regional cooperation partner of the Zell am See-Kaprun Tourismus GmbH - the clothing manufacturer Wienerroither. The team around Regina Wienerroither focuses on naturalness, regionality and authenticity and above all: love for detail and an unconditional commitment to quality. This is how dirndls and gilets in the specially created Zell am See-Kaprun look came into being. The bright blue colour with the design of the Zell am See-Kaprun logo and the light show on the lake competed for the spotlight at the opening ceremony.

PREMIERE WAS UNIQUE IN AUSTRIA

At the premiere of the Magic Lake Show in summer 2012, this kind of event was unique in Austria. Since then, the crystal-clear water of Lake Zell has become an impressive backdrop for spectators of all ages after sunset every year. The water shoots up to 40 m into the air. A picture show is always presented in addition to laser, light and music installations.

TECHNICAL ENHANCEMENTS AND DIFFERENT THEMES

Throughout the history of the Magic Lake Show, the company Consortium Eventtechnik has always been able to make improvements and create new things in order to present colours even more intensely and also to captivate the spectators even more. This year, this included new environmentally friendly floats for the jetty, which also made the size of the entire system even more impressive. In addition, the power consumption could be significantly reduced by using a different pump system.

The themes of the Magic Lake Show have changed with every summer season. Guests are treated to the Magic Lake Show three times a week, each time under a different motto. In 2018, a piece of music that was part of the show was a song composed by the Zeller

Bürgermusik especially for their 140th anniversary - "Majestic Waters" was a composition about the elixir of life - water.

In addition to the evening shows "Best of 90ies" on Tuesday, "Original vs. Remix" on Thursday or "Epic Music" on Sunday, there has also been a water show with music every hour on the hour in the afternoon for several years.

"With the launch of the Magic Lake Show in 2012, an attraction was created that presents the beauty of the region, and that is also understandable for all nations. During an average summer, the event is visited by over 50,000 spectators. We are very pleased to be able to celebrate the 10th anniversary this year together with our partners and guests as well as Wienerroither," says Max Posch, chairman of TVB Zell am See.

Mag. Renate Ecker adds: "The Magic Lake Show has been popular with guests and locals alike for a decade now. The numerous pictures and videos of this attraction are published and shared on social media channels. This gives the show and our region international exposure, which in turn brings enormous advertising value. The Magic Lake Show is absolutely indispensable alongside the numerous sports and leisure activities in the diverse summer weekly programme. The 10th anniversary opening ceremony with Wienerroither was a great event."

All information, themes and dates for the Magic Lake Show are available at: www.zellamsee-kaprun.com/en/events/magic-lake-show

Contact:

Zell am See-Kaprun Tourismus GmbH
Johanna Klammer, BA
+43 6542 770 28
j.klammer@zellamsee-kaprun.com
www.zellamsee-kaprun.com
instagram.com/zellamseekaprun