

Caesars Entertainment to Modernize Jubilee! at Bally's Las Vegas

Written by Australian Business

LAS VEGAS, Oct. 17, 2013 /PRNewswire/ -- Jubilee! at Bally's Las Vegas, the most iconic and longest-running show on the Las Vegas Strip, will undergo a major transformation in early 2014. Leading the charge in ushering the show into the contemporary age is

Frank Gatson Jr.

, one of the most celebrated creative directors and choreographers in the world who has worked with a who's who list of today's hottest artists. Gatson will work hand-in-hand with the cast and crew of Jubilee! to bring a bold, fresh new twist to the production while staying true to the spirit of the original show. The decision to revitalize Jubilee! further emphasizes Caesars

Entertainment's position as the leader of entertainment in Las Vegas

While the best of the show's main elements will be preserved as a nod to the past, including the signature costumes and a number of the most iconic sets, the choreography, staging and music will be refreshed for today's audience. The re-launch of the show will occur in spring 2014.

"Caesars Entertainment prides itself on offering entertainment experiences that are second to none, that can be found nowhere else on the Las Vegas Strip, and Jubilee! is no exception," said Kurt Melien, vice president of entertainment for Caesars Entertainment. "Jubilee! is the only remaining showgirl production of its kind in Las Vegas and has been a must-see show for more than 32 years. We are confident that with Frank's unique creative vision, coupled with the timeless beauty of the

Las Vegas

showgirl and true spectacle of the show, guests will continue to flock to Jubilee! for many more years to come."

"I have been a fan of Jubilee! for many years, so the fact that I can now be a part of the history of this iconic show is beyond my wildest dreams," said Gatson. "It is my goal to keep the original spirit of the show's creator, Donn Arden, alive while putting a modern spin on it. What made Donn's shows so spectacular and successful in their day was that they were fresh for the time. They were dynamic and innovative, embracing spectacle and joy. I am certain that if we re-infuse the show with a modern take, Jubilee! will be amazingly re-invigorated and ready for a

new era."

Gatson's extensive background in the performing arts has led him to an impressive list of accomplishments working with top-notch celebrities and brands. With more than 30 years of experience under his belt, Gatson has provided direction for commercials for brands such as L'Oreal, American Express, Pepsi and Samsung, and has collaborated in several movies including "Living Out Loud," the famous "Respect" number with Aretha Franklin in "Blues Brothers 2000" and characters in the Disney movie "Hercules." Gatson has had the opportunity to choreograph and direct music videos, special appearances and tours for the world's most celebrated artists, including

Michael Jackson

, J. Lo, Rihanna,

Diana Ross

,
Vanessa William

, En Vogue, Usher,

Mariah Carey

and The Band Perry. His dance routines have earned him a record six MTV Video Music Awards for Best Choreography, the most in the awards' 30-year history.

Gatson's professionalism, attention to detail and creative vision have been the keys to his success and are some of the many reasons why he has had a 15-year working relationship with R&B superstar, Beyonce. Since the days of Destiny's Child, Gatson has been by Beyonce's side, transforming her image and developing iconic moves like the hand gesture from "Single Ladies." In 2012, Gatson was nominated for a Grammy for co-directing Beyonce's "I am... Tour," which became the best-selling music DVD of 2010.

"Frank has played an important role in my success and I know he will do the same for Jubilee! His unique style and creativity is legendary and Jubilee! couldn't have picked a better creative director. When it comes to combining flavors of the past with a fresh, modern twist, no one does it better than Frank," Beyonce states.

Jubilee! will continue to perform at Bally's Las Vegas with shows Sunday – Wednesday at 7 p.m.

and

10 p.m.

, Thursday at

7 p.m.

Caesars Entertainment to Modernize Jubilee! at Bally's Las Vegas

Written by Australian Business

and Saturday at
10 p.m.

Tickets range in price from
\$65 to \$132.50

and can be purchased at any Las Vegas Caesars Entertainment Box Office or by calling (702) 777-2782 and (855) 234-7469.

Bally's Las Vegas Bally's Las Vegas is located on the center of the world-famous Las Vegas Strip, across from Caesars Palace and next to Paris Las Vegas. The 44-acre resort features two 26-story hotel towers including the all-new Jubilee Tower and offers 2,814 guestrooms, including 244 suites. The resort features 11 restaurants, a relaxing pool oasis, a lavish spa and casino space featuring a Party Pit, poker room, 1,100 slot machines and a first-class Race & Sports Book known for its stadium-style seating and abundance of high-definition television screens. Entertainment options include Jubilee!, the longest-running show on the famous Las Vegas Strip and the last remaining showgirl production of its kind, as well as VERONIC Voices starring female tribute artist Veronica DiCaire. Bally's Las Vegas

is also the new home to a staple in
Las Vegas

nightlife, the legendary Drai's After Hours. Every Sunday, guests can indulge in the finest array of food from around the world, including caviar, sushi, lobster and Champagne at the world-famous Sterling Brunch. For more information, please visit

www.ballyslasvegas.com

or

caesars.thedigitalcenter.com

to access media materials and request high-resolution images. Find Bally's on

[Facebook](#)

and follow on

[Twitter](#)

SOURCE Bally's Las Vegas

RELATED LINKS <http://www.ballyslasvegas.com>