

THE NEW COLE BROS. CIRCUS: FROM 1884 TO 2004 AND INTO THE FUTURE

On the 120th anniversary of Cole Bros. Circus founder W. W. Cole's first show business venture, "Cole's Colossal Amusements," Cole Brothers Circus, Inc. introduces THE NEW COLE BROS. CIRCUS. Cole Bros. purchased the assets of the Clyde Beatty Circus in 1956, and toured as Clyde Beatty-Cole Bros. Circus from 1957 through 2003.

In anticipation of this name change, the Circus introduced a new logo in 1998. The logo emphasized the Cole Bros. Circus title, assigning "Clyde Beatty" a diminished presence, which circus management planned to eliminate eventually. Circus President John Pugh states, "The Cole Bros. Circus title resonates favorably with people along the east coast, where we schedule the majority of our appearances. They know the Cole name and identify it with quality family entertainment. Our long-term plan called for capitalizing on the Cole name and reputation, and streamlining our title and logo."

"The New" in THE NEW COLE BROS. CIRCUS signifies more than just a name change. Pugh plans to take the traditional three-ring circus in a new direction that will create more demand for circus entertainment. "One of the great strengths of a circus under the Big Top—the Real Circus, we say—is the proximity of the public to the performers. The audience is right there, part of the scenery and part of the action. That's one of the things the public loves most about our show: they see amazing feats from ringside seats. We'll expand on that by ramping up the energy level of the performances, adding attractions never before seen under the Big Top, and breaking the performance out of the confines of the ring curbs. The 'New' title has energized our staff," Pugh says; "we feel genuinely excited not only about this year's show, but about the future of the American Big Top Circus."