



**Film Premiere and Events  
Bulletin  
April 2010**

**Heart of London  
Business Alliance  
in conjunction with:  
Cineworld  
Empire  
Odeon  
Vue**

**Forthcoming events  
premieres and advance  
screenings during the next  
month.**

Please click on the images for more information about the films. Click the cinema logos to visit their websites.

## **It's A Wonderful Afterlife**

**Film Premiere  
12th April 2010**



New comedy from the writer/director of 'Bend It Like Beckham' and 'Angus, Thongs and Perfect Snogging'.

An Indian mother takes her obsession with marriage into the world of serial murder!

Starring Sanjeev Bhaskar, Shabana Azmi, Zoe Wanamaker and Sally Hawkins.

Hosted by: Odeon West End Cinema, Leicester Square

## **The Last Song**

**Film Premiere  
20th April 2010**

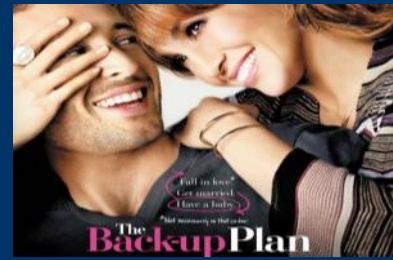


A rebellious girl (Miley Cyrus) is sent to a Southern USA beach town for the summer to stay with her father (Greg Kinnear). Through their mutual love of music, the estranged duo learn to reconnect.

Hosted by: Empire Cinema, Leicester Square

## The Back-Up Plan

Film Premiere  
28th April 2010



A romantic comedy centred on a woman (Jennifer Lopez) who conceives twins through artificial insemination, only to meet the man of her dreams on the very same day....

Hosted by Vue Cinema, Leicester Square

Looking forward....

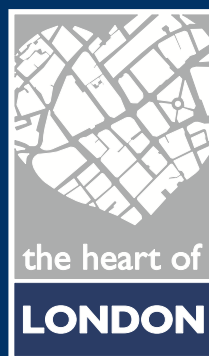
**West End Live**  
Leicester Square  
19th-20th June 2010



Following on from the huge success achieved at The Visit London Awards 2009 which saw West End LIVE crowned 'Best Live Music Event' in the People's Choice Category and the recipient of the Bronze Award for 'Consumer Event of The Year', we are delighted to announce that **West End LIVE 2010** will be taking place on **Saturday 19th and Sunday 20th June**. Full details of performances will be announced shortly.

West End LIVE was a huge success in 2009, with more than 250,000 people visiting Leicester Square. As ever, entry to the event and all the activities was **free**. Highlights included performances by Jerry Springer in his debut West End role in *Chicago* and *I'd Do Anything* winner Jodie Prenger performing as Nancy in *Oliver!*

Crowds also saw great performances from *Jersey Boys*, *Wicked*, *We Will Rock You*, *Dirty Dancing*, *Avenue Q*, *Thriller*, *Stomp*, *Priscilla Queen of the Desert*, and *Sister Act*.



**Heart of London Business Alliance**  
**The Business Improvement District**

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