



Heart of London Business Alliance  
The Business Improvement District

# INTOUCH

## Entertainment



Heart of London Business Alliance

Dear Colleague

## WEST END LIVE UPDATE

**Saturday 19th June 2010, 11.00am – 6.00pm**  
**Sunday 20th June 2010, 12.00pm – 6.00pm**  
**Leicester Square and Coventry Street**



**West End LIVE, the world's largest free entertainment festival, returns to the heart of London to showcase our world-class West End this weekend.**

To further support West End LIVE, **free, promotional T-shirts will be handed out to all businesses trading in the area over the weekend** who are able or would like to wear them. These T-shirts will be distributed today and first thing tomorrow.

**Please also note if you have any concerns or issues regarding West End Live that impact on your business, at any point over the weekend, please contact Andy Cheeseman from the event production company (ACP) on 07785 222 611.**

This weekend, crowds can enjoy thrilling performances on a giant open air stage in Leicester Square from hit shows *Wicked*, *The Lion King*, *Billy Elliott*, *Hair*, *Legally Blonde*, *Chicago*, *Love Never Dies*, *Avenue Q*, *Sister Act*, *Into the Woods*, *Priscilla Queen of the Desert*, *Burn the Floor*, *Tap Dogs*, *Grease*, *Mamma Mia!*, *Stomp*, *Dirty Dancing*, *All the Fun of the Fair*, *Thriller Live*, *The Fantasticks*, *We Will Rock You* and *Jersey Boys*.

A variety of fun activities for all the family have been organised, including *The Fireman Sam Show* and interactive entertainment from the London Film Museum, the Science Museum, the Victoria and Albert Museum and the Forbidden Planet Store.

Heart 106.2 is the exclusive media partner for the event, with morning presenter Toby Anstis compering on the Saturday. This year's event promises to be bigger and better than ever before with a record-breaking 23 musicals on board. Nearly a quarter of a million people came to West End LIVE last year, with the event winning the *People's Choice Music Event of the Year Award* at the 2009 Visit London Awards.

Nica Burns, President of the Society of London Theatre, said: "London has the best theatre in the world and West End LIVE is a fantastic opportunity for people to sample some of the West End's most popular shows for free. Join us in celebrating the success of an industry that provides joy to millions of people around the world and contributes more than £2billion a year to the economy."

Kind regards

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