



Heart of London Business Alliance
The Business Improvement District

INTOUCH Entertainment



Heart of London Business Alliance

Dear Colleague

WEST END LIVE IS BACK – BIGGER AND BETTER THAN BEFORE!

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 over the weekend of 19th-20th June.



Crowds can enjoy thrilling performances on a giant open air stage 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."

Set-up for West End Live begins in full today. Heart of London Business Alliance will be monitoring the area throughout the set-up, and will liaise directly with any businesses likely to be affected.

Deconstruction of the site after the event will be completed by the morning of Tuesday 22nd June.

Please contact our Street Manager, Rico Pieri or our Operations Manager, Dave Fereday if you have any operational concerns regarding West End Live - call 020 7839 3409.

Kind regards

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W. <http://www.heartoflondonbid.co.uk>

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