

# Kinky Boots

## LET'S YOU **BE WHO YOU WANT TO BE** WITH LOCAL STARS THIS OCTOBER

SINGAPORE, AUGUST 31, 2018

For immediate release

After *Kelly Osbourne*, *Sara Bareilles*, *Josh Groban*, *James Earl Jones* and *Martina Navratilova*, Singapore's very own stars, *Wendy Jacobs*, *Jean Danker*, *Yasminne Cheng* and *Jack & Rai*, are standing tall in the signature thigh-high red boots for the Grammy and Tony winning musical

*KINKY BOOTS*' campaign, *Just Be*.

With music and lyrics by lifetime legend *Cyndi Lauper* and a book by Broadway veteran *Harvey Fierstein*, *KINKY BOOTS* is one of the biggest musicals produced in the last decade and has been roundly praised as one of the most uplifting theatre experiences of all time for the message it imparts to audiences, "*just be who you want to be*".

Taking this message a step further, five one-of-a-kind celebrities in Singapore were invited to be part of the *Just Be* campaign and inspire others to "*just be who you want to be and show the world what you care about*".

The Chief Executive Officer of Base Entertainment Asia Chantal Prudhomme said, "The message behind the *Just Be* campaign is something important and close to my heart that I would like to spread. It is incredible to have all of these wonderful celebrities coming on board to support the campaign by sharing their stories."

Putting their best foot forward in the dazzling red boots from the musical, which have become a symbol of self-empowerment in Australia and the United States of America, *Wendy*, *Jean*, *Yasminne* and *Jack & Rai* have been photographed in a setting that best represents "*being themselves*", sharing what the musical's message means to them with a key phrase.

# #JustBe SINGAPORE

# #Just Be SINGAPORE



**JUSTRE**  
*A Role Model*

**JUSTRE**  
*Fabulous*

**JUSTRE**  
*Wild*

**JUSTRE**  
*BFFs*

Wendy said, “The purpose behind the **Just Be** campaign is something inspiring and which I believe in. For me, having been a super model, daughter, and now a wife, mother and many other things, I now want to be a role model for other women and also encourage everyone to improve themselves to stay current with the ever-changing world, while keeping the importance of family values safe and sacred.”

Over the next few weeks leading up to the red carpet opening of **KINKY BOOTS** on October 5 at the Sands Theatre at Marina Bay Sands, **Just Be** will unveil a broad line-up of celebrities invited to join the campaign. The campaign will eventually be open to public figures who are keen to share their **Just Be** message with their fans and followers, alike the international and Singapore celebrities who have laced up in the iconic red boots.

Making its debut in Singapore for a limited season, **KINKY BOOTS** is a smash-hit Broadway musical with direction and Tony-winning choreography by **Jerry Mitchell**. It is about Charlie Price who has suddenly inherited his father’s shoe factory, which is on the verge of bankruptcy. Trying to live up to his father’s legacy and save his family business, Charlie finds inspiration in the form of Lola. A fabulous entertainer in need of some sturdy stilettos. Lola turns out to be the one person who can help Charlie become the man he’s meant to be. As they work to turn the factory around, this unlikely pair finds that they have more in common than they ever dreamed possible and discovers that when you change your mind about someone, you can change your whole world.

# #JustBe SINGAPORE

To join the **Just Be** campaign, write in to [marketing@baseentertainment.com.sg](mailto:marketing@baseentertainment.com.sg)

Our official channels are:

**KINKY BOOTS SINGAPORE**

<https://www.facebook.com/Kinky-Boots-Singapore-423022974777801/>

**Base Entertainment Facebook**

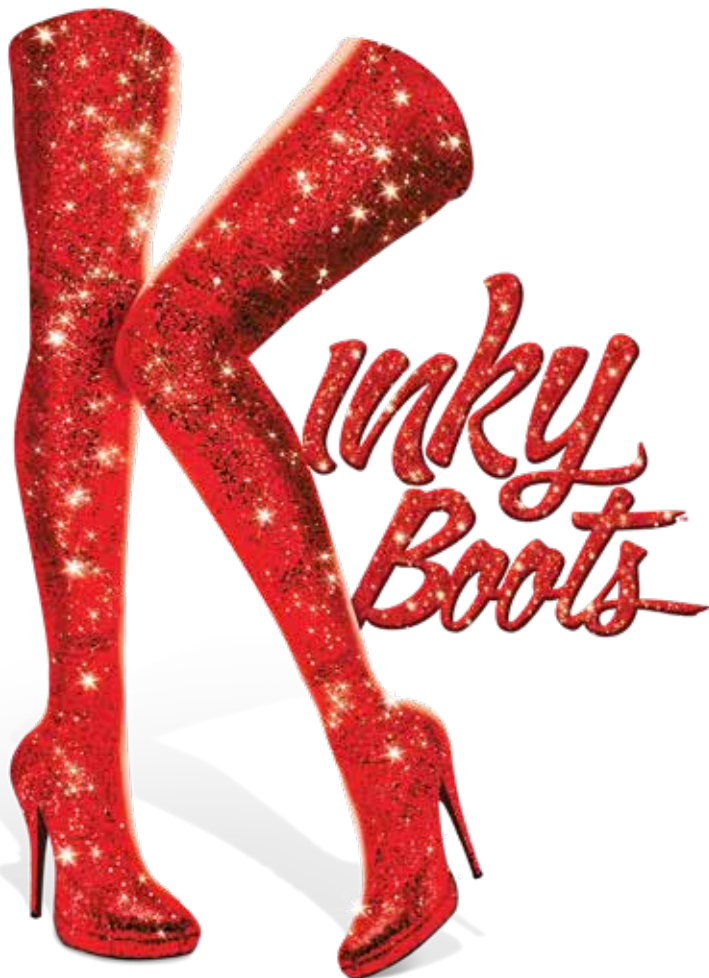
@BaseAsia

Our official hashtags for this campaign are:

**#SingaporeGetsKinky & #JustBeSingapore**

Assets

[https://www.dropbox.com/sh/I5730f6dp1urpj1/AACBz9HDDJ39jKB2\\_8PyRahGa?dl=0](https://www.dropbox.com/sh/I5730f6dp1urpj1/AACBz9HDDJ39jKB2_8PyRahGa?dl=0)





## TICKETING AND SHOW INFORMATION

### SEASON

From **5 October 2018**

### PERFORMANCE TIMES

Tuesday to Friday	<b>8.00PM</b>
Saturday	<b>2.00PM</b> and <b>8.00PM</b>
Sunday	<b>1.00PM</b> and <b>6.00PM</b>

### TICKET PRICE

From **\$65\***

\* Excludes the booking fee of SGD \$4 per ticket

### BOOKINGS

Internet: [www.MarinaBaySands.com/ticketing](http://www.MarinaBaySands.com/ticketing) or [www.sistic.com.sg](http://www.sistic.com.sg)

Phone: **+65 6688 8826**

### IN PERSON AT

#### **MARINA BAY SANDS BOX OFFICES**

Museum, Theatre, SkyPark, Retail Mall and Hotel Tower 1 Lobby

For more information please log onto [www.MarinaBaySands.com](http://www.MarinaBaySands.com)

# #JustBe SINGAPORE

## BASE ENTERTAINMENT ASIA

Base Entertainment is a live entertainment company with offices in New York, Las Vegas, Houston and its Asian headquarters in Singapore. Base Entertainment Asia has since become the largest presenter of live theatrical entertainment in Southeast Asia. It is the resident developer, producer, programmer and manager of live entertainment at Singapore's Sands Theatre at Marina Bay Sands.

The company has presented over 200 of the world's most recognised shows of varied genres in Singapore; musicals – The Phantom of the Opera, Disney's The Lion King, Wicked, Jersey Boys, Cats, My Fair Lady, Annie, Mamma Mia!, The Sound of Music, Blue Man Group, Chicago, Sister Act, Evita, Legally Blonde; stage magic- The Illusionists, Cosentino: Anything Is Possible; circus – Le Noir, Cirque Adrenaline, Cirque Eloize, Circus 1903; concerts- Michael Bolton, Bjorn Again, Cliff Richard, AR Rahman, Air Supply, Elvis Costello, The Village People and Bjorn Again, The Simon & Garfunkel Story, Bee Gees Gold; performing arts – Cavalia; classical concert – The Music of John Williams, The Music of Hans Zimmer VS John Williams; ballet – Giselle, Superstars of Ballet Gala; comedy – Laugh You Long Time; children – Disney Live, Hi-5, Disney in Concert.

Along with supporting international content, it is part of Base Entertainment Asia's on-going efforts to give Asian content a platform to showcase their talent - Kabuki (Ebizo, Takizawa), Cai Xiao Hu, Kit Chan, The Lee Kuan Yew Musical and more. In 2017, Base Entertainment Asia came together with entertainment company Perfect World Pictures for a ground-breaking collaboration to present the musical, THE SECRET, based on Jay Chou's movie, Secret.

## ABOUT BROADWAY ENTERTAINMENT GROUP FZ LLC

Broadway Entertainment Group is the world's first ever theatrical distribution company to consolidate an international circuit and bring top quality entertainment into emerging markets. Broadway Entertainment Group is breaking new ground and rapidly expanding into the markets of the Middle East, Commonwealth Independent States, South and Central Asia and Latin America.

Chief Executive Officer Liz Koops as produced shows internationally for over 20 years, with touring productions in over 37 countries. Currently, Broadway Entertainment Group is touring Disney's Beauty and the Beast, SHREK The Musical, Sister Act, The Birmingham Repertory Theatre production of The Snowman and Dein Perry's Tap Dogs. During her tenure as Managing Director of Clear Channel (now Live Nation), Liz was instrumental in establishing the European and Asian Touring circuit for first-class musicals.



# #Just Be SINGAPORE

Previous productions include: Priscilla Queen of the Desert, Mathew Bourne's Swan Lake, Fosse, Cats, Chicago – The Musical, Miss Saigon, Gumboots, Slava's Snowshow, Bounce, Lady Salsa, Circus Oz, Lano and Woodley, Mum's the Word, Rudy Coby, Shaolin Kung Fu Monks and Jerry Seinfeld World Tour.

Broadway Entertainment Group FZ LLC currently has offices in New York, London, Dubai and Australia.

For more information about Broadway Entertainment Group FZ LLC, please visit [www.broadwayentertainmentgroup.com](http://www.broadwayentertainmentgroup.com)

## MARINA BAY SANDS PTE LTD

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

# #JustBe SINGAPORE

## FOR ENQUIRIES CONTACT

Shirinderjit Kaur **PUBLICIST**

**Base Entertainment Asia**

Marina Bay Sands, Theatres, B3  
10 Bayfront Avenue, Singapore 018956

Direct Inward Dialling **+65 6688 8121**

Mobile **+65 9235 4594**

Email [shirin@baseentertainment.com.sg](mailto:shirin@baseentertainment.com.sg)

Alvin Chan **DIRECTOR OF MARKETING & COMMUNICATIONS**

**Base Entertainment Asia**

Marina Bay Sands, Theatres, B3  
10 Bayfront Avenue, Singapore 018956

Direct Inward Dialling **+65 6688 8113**

Mobile **+65 9126 2159**

Email [alvinchan@baseentertainment.com.sg](mailto:alvinchan@baseentertainment.com.sg)