

Media Release



BASE
ENTERTAINMENT
ASIA

For immediate release

OMIGOD! LEGALLY BLONDE - THE MUSICAL FINALLY IN SINGAPORE

Harvard's beloved blonde takes the stage by pink storm in this upbeat story of self-discovery

Touring Singapore from 10 May 2018

Ticket pre-sale from 31 October 2017

Let's bend and snap Singapore!

Base Entertainment Asia is bringing the perky fashionista Elle Woods and her fabulously fun and quirky, International award-winning Broadway Musical, *Legally Blonde – The Musical*, to The Mastercard Theatres at Marina Bay Sands for the first time, this May.

Based on the popular Metro-Goldwyn-Mayer movie starring Reese Witherspoon, *Legally Blonde* was a box office success when it opened in 2001, grossing a worldwide box office sales of US\$141.70 million. Later that year, it was nominated for a Golden Globe Award for Best Motion Picture: Musical or Comedy.

Like the film, *Legally Blonde, The Musical* is going to be an all-singing, all-dancing romantic comedy about a southern California co-ed cutie, Elle, who never takes no for an answer. So when her boyfriend, Warner, dumps her for not being serious about her future, Elle turns her attention from fashion to books and enrolls in Harvard Law School to win him back.

Far from her comfort zone, Elle is suddenly a misfit.

But with the help of new friends; Emmett - a teaching assistant with a working class background, Paulette – a down-on-her-luck hairdresser and Greek chorus made up of UCLA sorority sisters, who only she can see, Elle finds her true calling in life – and hint, it's not Warner.

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After the original Broadway production was nominated for seven Tony Awards, including Best Original Score and Best Leading Actress in a Musical, this sparkling new pink production has been put together by the creative team that brought you Big League's *My Fair Lady*, one of New York's leading directors Jeffery Moss and Tony nominated choreographer Bob Richard. The highly catchy songs and lyrics are by Laurence O'Keefe and Nell Benjamin.

With a cast of over 25 performers and two dogs from New York coupled with three new inventively designed, dynamic LED video screens by Daniel Brodie (Disney's *Aladdin*, *MOTOWN*, Troika's *JOSEPH* and *Wizard of Oz* tours), and snazzy modern scenery, costumes, lights and sound, the show is perfect for lightening everyone's mood and bringing joy.

"Audiences are going to be tickled pink by **Legally Blonde**", said Jeffery B. Moss. "This is a feel-good musical with a valuable message: Be true to yourself."

Armed with her charm and Chihuahua Bruiser, watch Elle strut from the sorority house to the halls of justice, tackling stereotypes, snobbery and scandal to realise, and Singapore will too, that brain power is as potent as being a blonde in a pink dress.

Equal parts hilarious and heart-warming, this musical is going to be so much fun. It should be illegal!

Assets: <https://www.dropbox.com/sh/bwj68vldspd6wk/AABm2L7iPwkaUYOHjLdlz7a?dl=0>

TICKETING AND SHOW INFORMATION

SEASON:

From 10 May 2018

PERFORMANCE TIMES:

Tuesday to Friday: 8:00pm

Saturday: 2:00pm and 8:00pm

Sunday: 1:00pm and 6:00pm

MASTERCARD PRE-SALE FROM 31 OCT TO 13 NOV:

20% off VIP, A & B Reserve only

Applicable to all shows except Friday 8PM and Saturday 8PM

TICKET PRICE:

VIP – SGD195

VIP Box – SGD700

A Reserve Box – SGD580

Box – SGD340

A Reserve – SGD165

B Reserve – SGD115

C Reserve – SGD85

D Reserve – SGD65

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

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BOOKINGS:

INTERNET: www.MarinaBaySands.com/ticketing or www.sistic.com.sg

PHONE: +65 6688 8826

IN PERSON AT:

Marina Bay Sands Box Offices (Museum, Theatres, SkyPark, Retail Mall and Hotel Tower 1 Lobby). For more information please log onto – www.MarinaBaySands.com

ABOUT BASE ENTERTAINMENT ASIA

Base Entertainment is a live entertainment company with offices New York, Las Vegas, Houston and it opened its Asia headquarters in Singapore in 2010. Base Entertainment Asia has since become the largest presenter of live theatre entertainment in Southeast Asia. It is the resident developer, producer, programmer and manager of live entertainment at Singapore’s Mastercard Theatres at Marina Bay Sands.

The company has presented over 150 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, West Side Story; stage magic- The Illusionists, Cosentino: Anything Is Possible; circus – Le Noir, Cirque Adrenaline, Cirque Eloize; concerts- Michael Bolton, Bjorn Again, Cliff Richard, AR Rahman, Air Supply, Elvis Costello, The Village People and Bjorn Again, The Simon & Garfunkel Story; performing arts – Cavalia; classical concert – The Music of John Williams, The Music of Hans Zimmer VS John Williams; ballet – Giselle, Superstars of Ballet Gala; cabaret – Forever Crazy: Crazy Horse Paris; comedy – Laugh You Long Time; children – Disney Live, Hi-5, Disney in Concert.

In 2016, Base Entertainment Asia launched BasXclusive, the client services and group sales division.

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 2016, Base Entertainment Asia started its arts education, the Applause Program. The company collaborated with leading arts and entertainment talents from around the world to develop the Musical Theatre Workshop for Singapore’s aspiring artists. The Musical Workshop is not only an opportunity for performers to refine their skills but also for anyone with a passion for the arts to learn skills for being on stage and to meet others who share the same passion and interest. Base Entertainment Asia conducts these workshops annually.

Base Entertainment Asia pursues a 360-degree approach in its consideration of entertainment property production and development – creative value, audience appeal, differentiation of product, assessment of market competition, anticipated show performance, commercial viability and investment yield. Base Entertainment Asia regularly consults on entertainment properties and productions across the globe and has capabilities of managing entertainment venues worldwide.

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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 and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. 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

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www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter **@MasterCardAP**, join the discussion on the **Cashless Pioneers Blog** and **subscribe** for the latest news on the **Engagement Bureau**.

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