

Title: Cinnamon Life – Broadway Asia poised to launch international theatre in Colombo

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Tuesday 19th December 2017, Colombo: Sri Lanka’s hospitality trendsetter Cinnamon Life is set to embark on yet another exciting endeavour to boost the entertainment sector in Colombo. As part of Cinnamon Life’s mission to transform Colombo into a vibrant entertainment hub, it is proud to introduce Broadway/West End Theatre to Sri Lanka with the partnership of Broadway Asia International.

Head over to the Nelum Pokuna Mahinda Rajapakse Theatre from 14-18 of February, where the Andrew Lloyd Webber & David Ian Production of the Sound of Music will unfold, delivering a spectacular entertainment experience for the whole family – which will also mark the inaugural project of Cinnamon Life and Broadway Asia International. A world-class musical that has captured the hearts of millions of audiences the world over, The Sound of Music is one of the most critically-acclaimed productions in history. Having won six Tony Awards and five Academy Awards including Best Picture, this production has been staged at major venues globally.

The mesmerizing production will be brought to life by Broadway Asia International, one of the largest production, management, distribution, licensing and touring companies of live entertainment in the Asia Pacific region. Throughout the past two decades, it has staged many dazzling theatrical performances in 400 cities spanning across over 40 countries, to a worldwide theatre-loving audience, winning more than 50 global theatrical awards through its many collaborations.

For the first time in Sri Lanka, Cinnamon Life partners with Broadway Asia to present a novel and exciting entertainment extravaganza that will be a great value addition to the island’s entertainment arena. And 12 lucky children from Sri Lanka will be given the opportunity of a lifetime to perform alongside an international critically acclaimed cast.

What’s more, The Sound of Music is only the first chapter of Cinnamon Life’s endeavour towards redefining the entertainment landscape of Sri Lanka. It goes without saying that projects of this nature will contribute significantly towards enhancing Sri Lanka’s entertainment offering which will directly assist the national target to achieve five million tourists by 2025.

Don’t miss out on this one-of-a-kind experience. Tickets can be booked on 011 2161161 or through www.cinnamonboxoffice.com.

Cinnamon Life is a mixed development by Sri Lanka's premier listed conglomerate, the John Keells Group. Upon completion, the project will comprise of an 800-roomed luxury Cinnamon hotel, an array of entertainment facilities, apartments, retail and entertainment malls, office spaces, and many other attractions. The development's iconic design by Cecil Balmond will span across 4.5 million square feet, and it envisioned to be the epicentre of modern South Asia. Designed to be the first multi-functional development of its kind in the country, and a city within a city, Cinnamon Life is set to strengthen Colombo's position as a travel, trade, lifestyle and entertainment hotspot in the Indian Subcontinent.

Cinnamon Life presents Andrew Lloyd Webber and David Ian, the Really Useful Group production of The Sound of Music powered by Nations Trust Bank American Express, Destination partner Sri Lanka Tourism Promotion Bureau Airline partner SriLankan Airlines, Skills Development Partner British Council. Banking Partner Nations Trust Bank Private Banking, Inbound Travel partner Walkers Tours, Print Media and Web partners Sunday Times, Daily Mirror, Daily FT, Life online, Daily Mirror.lk, Hi Magazine and HI TV, Creative partner JWT , Digital Print partner Anim8 and Outdoor Media partner Emerging Media