



## MEDIA RELEASE

### WEST SIDE STORY - THE ORIGINAL BROADWAY MUSICAL MAKES MALAYSIA ITS ONLY SOUTHEAST ASIAN STOP

One of the biggest musical events of the year will be happening in Malaysia this May 2010. *West Side Story - The Original Broadway Musical*, which has been enthralling millions of audiences globally is expected to create a buzz amongst fans of musical theatre in the region as the legendary multiple award-winning production announces Kuala Lumpur as its only Southeast Asian stop for its 50<sup>th</sup> Anniversary World Tour.

Playing to sold-out houses around the world from New York to London, *West Side Story - The Original Broadway Musical* will be brought exclusively from New York to Malaysia by Yvents! from May 12<sup>th</sup> to 24<sup>th</sup> 2010 at the Istana Budaya and is supported by the Ministry of Tourism, as well as the Ministry of Information, Communication and Culture, in partnership with HSBC Bank Malaysia Berhad.

50 years ago, one musical changed the face of musical theatre forever. *West Side Story - The Original Broadway Musical*, a modern day adaptation of 'Shakespeare's Romeo & Juliet' has been hailed as a landmark musical, recognized in the industry for revolutionizing the use of dance as a method of storytelling. It was made into a movie four years after its Broadway premiere and made a clean sweep of ten Oscars at the 1961 Academy Awards, including Best Picture.

The staging of *West Side Story - The Original Broadway Musical* in Kuala Lumpur for the first time ever will feature its trademark riveting choreography, set to a gritty soul-stirring storyline and critically-acclaimed soundtrack including songs like ‘Something’s Coming’, ‘Maria’, ‘America’, ‘Somewhere’, ‘Tonight’, ‘Jet Song’, ‘I Feel Pretty’, ‘One Hand, One Heart’, and ‘Cool’. From the first note of Leonard Bernstein’s score to the final breath, *West Side Story - The Original Broadway Musical* soars as the greatest love story of all time.

YBhg. Datuk Dr. Victor Wee, the Chairman of Tourism Malaysia, said that arts and cultural festivals can bring people from around the world to Malaysia and it will help to brand the country as a premier destination for music and entertainment-based tourism. “It will put Malaysia on the world map as a destination for arts, music and culture”, he added.

Yvette Kang, the Managing Director of Yvents!, which most recently brought *Disney’s Beauty and the Beast - The Broadway Musical* to Malaysia, expressed delight at having secured the rights to bring this prestigious musical property to Malaysia and remarked that “West Side Story remains as powerful, poignant and timely as ever, as it reminds us of the importance of living together in harmony”.

Mr Lim Eng Seong, General Manager, Personal Financial Services, HSBC Bank Malaysia said, “HSBC is proud to be the official credit card sponsor for the highly acclaimed West Side Story - The Original Broadway Musical. Sponsorship of West Side Story is our way of giving our customers the opportunity to experience an inspiring show and to say thank you for their continuous support”.

*West Side Story - The Original Broadway Musical* boasts a cast from New York of more than 70 cast, orchestral and crew members.

HSBC Bank Malaysia's credit card is the **Official Card**, Melia Kuala Lumpur is the **Official Hotel**, The Star is the **Official Media** and Astro is the **Official Broadcaster**.

Tickets are priced at RM190, RM290, RM390, RM490 and RM590. HSBC Bank Malaysia credit cardholders enjoy exclusive discounts of 15% and cardholders may also log onto [www.hsbc.com.my](http://www.hsbc.com.my) to find out how to win tickets to the musical.

For individual bookings, call the TicketsPeople hotline at **03-2287 2727** or visit [www.ticketspeople.com](http://www.ticketspeople.com).

For corporate and group bookings of more than 30 tickets, call **03-2287 2811** or email [info@yvents.com.my](mailto:info@yvents.com.my)

*For further information on 'West Side Story - The Original Broadway Musical', please contact Yvette Kang ([Yvette@yvents.com.my](mailto:Yvette@yvents.com.my)) or Davina Goh ([davina@yvents.com.my](mailto:davina@yvents.com.my)) at 03-2287 2811.*

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Issued by:  
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