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11 January 2007 – Official Announcement

## Essence Appointed to Promote *The King & I* in Malaysia



Malaysia, 11 January 2007 – Essence Communications Sdn Bhd was appointed as the Public Relations Consultancy for **Intan Budaya Presentations Sdn Bhd's** *The King & I* Broadway Musical in Malaysia after winning a competitive consultancy pitch.

Essence Communications' strategy is to build and sustain awareness of *The King & I* by emphasizing the musical's high production values, featuring a full cast and crew from Broadway / New York theatres, as well as a 24-piece orchestra. A wide range of PR activities will be tailored by Essence to reach the production's target audience through a variety of media channels. These activities will feature participation by the musical's cast and crew.

The Tony-award winning musical features ornate sets and costumes and a dazzling score by Rodgers and Hammerstein that will thrill audiences young and old. It has also received an official endorsement from the Ministry of Culture Arts and Heritage and will form part of the attractions for Visit Malaysia Year 2007. *The King & I* will run in Malaysia from July 13<sup>th</sup> through July 26<sup>th</sup>.

Intan Budaya Presentations is part of the Citystate Group based in Singapore, whose businesses include insurance, travel, food, trading, restaurants, property management and development. They were responsible for bringing the Broadway Musical and family-favourite, *The Sound of Music* to Malaysia in 2005.

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