



## ENCHANTING MUSICAL MY FAIR LADY WILL TRANSPORT AUDIENCES TO ANOTHER WORLD

*Tickets now on sale*

**Singapore, 28 November 2013** - Henry Higgins, Eliza Doolittle and the rest of the iconic characters from **MY FAIR LADY** will transform the MasterCard Theatres at Marina Bay Sands to 1912 London in this Broadway Classic. Hailed as the standard by which all other musicals are judged, BASE Entertainment Asia brings this international treasure, upon which the classic 1964 Audrey Hepburn movie was based, to Singapore on February 11 for a limited season. Tickets are now on sale.

Based on George Bernard Shaw's 1912 play Pygmalion, **MY FAIR LADY** will transport audiences to Edwardian London and one of the most beautiful stories ever told about language and clash of cultures. It follows the relationship between Eliza Doolittle, a Cockney flower girl, and the snobbish and misogynistic Professor Henry Higgins, a phoneticist, who wagers that he can turn Eliza into a "proper lady" in three months' time. Those who experience **MY FAIR LADY** will be enchanted by this tale of triumph of the human spirit, as well as the love story that emerges between two unlikely heroes, ultimately joined together by their fascination with the English language.

When the show first opened on Broadway in 1956, starring Rex Harrison and Julie Andrews, critics described it a "legendary" and "one of the greatest musicals of the century." **MY FAIR LADY** went on to win six TONY Awards, and, in 1961, became the longest-running production in Broadway history at that time.

**MY FAIR LADY** features book and lyrics by Alan Lerner and music by Frederick Loewe, and includes the classic songs "The Rain In Spain," "Wouldn't It Be Lovely" and "Get Me To The Church On Time." Often called "the perfect musical," **MY FAIR LADY** is an unforgettable experience with beautiful music and exquisite costumes that will remind theatre-goers as to why musical theatre was born.

The National Tour of **MY FAIR LADY** features Aurora Florence as Eliza Doolittle; Chris Carsten as Henry Higgins; Daniel Cardenes as Freddy Eynsford-Hill; Ricard Springle as Colonel Pickering; and Arthur Wise as Alfred P. Doolittle.

For all interview, review and photo requests, please contact:  
AMANDA OSBORE at BASE Entertainment Asia  
(+65) 9046 7009 e: [Amanda@baseentertainmentasia.com](mailto:Amanda@baseentertainmentasia.com)

## TICKETING AND SHOW INFORMATION

**From 11 February 2014**

Tuesday to Friday 8pm

Sat & Sun 2pm & 8pm

**Tickets from \$95\***

\* Excludes the booking fee of SGD\$3 per ticket

### FOR TICKET BOOKINGS:

**THROUGH INTERNET:** [www.BASEentertainmentasia.com](http://www.BASEentertainmentasia.com) or [www.MarinaBaySands.com/Ticketing](http://www.MarinaBaySands.com/Ticketing)

**BY PHONE:** +65 6688 8826

**IN PERSON AT:** Marina Bay Sands Box Offices (Museum, Theatres, SkyPark, Retail Mall and Hotel Tower 1 and 3 Lobby). For more information please log onto - [www.MarinaBaySands.com](http://www.MarinaBaySands.com)

For exciting ticket package options including accommodation at Marina Bay Sands please visit: [www.marinabaysands.com/packages](http://www.marinabaysands.com/packages). Corporate and Group Bookings are available via Showbiz. Email: [corporate@showbizasia.com](mailto:corporate@showbizasia.com) or call 6688 1029

### About BASE Entertainment

BASE Entertainment specializes in the development, production, programming and management of live entertainment properties and theatre operations. BASE develops, produces and manages intellectual properties which reach audiences through various platforms, including live, digital, broadcast and licensing. BASE Entertainment founders include Brian Becker and Scott Zeiger, who have 45 years combined experience in the live entertainment industry. The company has offices in Singapore, New York, Las Vegas, and Houston. Since their Asia office opened in Singapore in 2010 Base Entertainment has brought a wide array of live entertainment to Singapore's Marina Bay Sands' two theaters, including *Disney's The Lion King*, *Riverdance*, *A R Rahman*, *Thriller Live*, *Music of Andrew Lloyd Webber*, *Cirque EloizeID*, *Bar at Buena Vista*, and The Imperial Ice Stars productions of *Swan Lake on Ice*, *WICKED* and more recently presented *Jersey Boys* and *The Phantom of the Opera*.

### Media contact:

Amanda Osborne (+65) 9046 7009 / [Amanda@baseentertainmentasia.com](mailto:Amanda@baseentertainmentasia.com)

### About 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](http://www.marinabaysands.com)

### For Media Enquiries

Sarina Pushkarna (+65) 6688 0013 / [sarina.pushkarna@marinabaysands.com](mailto:sarina.pushkarna@marinabaysands.com)

Gayathri Ramasamy (+65)6688 1407 / [gayathri.ramasamy@marinabaysands.com](mailto:gayathri.ramasamy@marinabaysands.com)