



ALPHA'S "THE BEST OF THE WEST END" RETURNS WITH A STUNNING CAST TO RE-OPEN THE ROYAL ALBERT HALL IN JULY.

Ruthie Henshall is hosting this musical spectacular of the year, with a celebrated line up, all in aid of Acting for Others Charity!

The Alpha Family are incredibly excited to announce that they will have the honour of re-opening the iconic Royal Albert Hall following their sell-out "The Best of The West End" show last March, before the world-renowned venue closed and live performances stopped for 16 unprecedented months.

Alpha's Creative Director Ben Forster has assembled an Olivier Award-winning production team including choreographer Stephen Mear CBE, Lighting Designer Tim Lutkin and West End Musical Director Dr Stuart Morley putting this historic opening night in the hands of musical theatre royalty.

The incredible line up of West End favourites new and old, include Ruthie Henshall, Ben Forster, Mica Paris, Layton Williams, John Owen Jones, Matt Henry MBE, Sophie Evans and Alpha Ambassadors of Arts, Lauren Samuels, and mezzo-soprano Friederike Krum.

This year's The Voice contestant Matt Croke, known for his title role in Disney's Aladdin will be performing some west end classics, while all-powerful, female supergroup WOMAN will perform their charity single "I'm A Woman", (also from the 1995's Leiber & Stoller-themed musical revue Smokey Joe's Cafe). Brian May created the super talented group that consists of long time Killer Queen star and "Friend of Alpha" Mazz Murray alongside Kerry Ellis, Anna-Jane Casey and Gina Murray.

Supported by the superb MX Masterclass Choir and an incredibly talented orchestra, this vibrant West End performance will cover the breadth of musical theatre from classic hits to ground-breaking new musicals including: Chicago, Wicked, West Side Story, 42nd Street, Jesus Christ Superstar, Les Mis, Sister Act and many more!

In line with Alpha's philanthropic ethos and love for the arts, they are extremely proud to confirm that £5 from every ticket sold, together with all profits made, will be donated to Acting for Others charity. As seen by the closure of all venues, including the exquisite Royal Albert Hall, the arts have been particularly hit hard by the pandemic. As a prolific supporter of the West End the Alpha Family are thrilled to champion a cause so close to their hearts.

"I am so honoured to be appointed Creative Director for Alphas Best of the West End annual concert at the iconic Royal Albert Hall. This is no ordinary concert and I am so excited to be part of the team creating what will be the most spectacular event, all in aid of a charity so close to my heart, Acting for Others."

- Ben Forster, Alpha's Creative Director

'We are delighted to head back to The Royal Albert Hall on 21st July for the third time with our latest breathtaking Best of the West End and have the privilege of working alongside some of the UK's most spectacular West End performers and Creative Team. The Alpha Family are so excited to be back doing what we love - having fun whilst doing business and supporting the arts!'

- Emma Longley, Alpha's Group Brand Director & Show Producer

Editors Notes

THE ALPHA FAMILY

With over 30 years' experience The Alpha Family incorporates: **Alpha Solutions**, a UK Based Business Services Group - providing cost-effective solutions and incorporating over 20 specialist and independent companies. All experienced in enhancing your business and your lifestyle. The beating heart of the family The Alpha Club, a Private Members Club for ambitious professionals and owner managed businesses offering access to luxury, money cannot buy experiences and bespoke concierge services.

All working together to provide quality products and solutions with integrity at its heart, whilst following the mantra "serious business can be fun".

Acting for Others is here as an aid to further the work of the 14 member charities by providing additional funds through our fund-raising activity, donations and legacies.

Through our network of 14 member charities we provide financial and emotional support to all theatre workers in times of need, whether they are backstage, on stage or front of house.

Together, along with grant making, we have also been able to provide counselling, benefit advice, support nursing home fees, help with retraining and help actors' children lead secure and creative lives. We come to the aid of all theatre professionals.

Sadly, many of the Acting for Others annual fundraising events in 2020 have been casualty of the covid-19 pandemic; the annual bucket collections in theatres across the UK, The West End Flea Market and One Night Only at The Ivy. Without the help and enthusiasm of the theatrical community, theatre lovers, our supporters and brilliant events like these, Acting for Others would not be able to continue the work we do. Thank you.

If you would like to support our cause with a donation, please visit: <https://www.actingforothers.co.uk/donate>



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