



**DAME JUDI DENCH INVITES ALL TO CELEBRATE  
"THE MUSICAL SPECTACULAR OF THE YEAR" AT  
THE ROYAL ALBERT HALL ON 21ST JULY!**

**Alpha will re-open the best theatre district in the world - in aid of the Acting For Others charity, on freedom week.**

The Alpha Family are incredibly excited to announce that they will have the honour of being the first West End production on the opening week of the iconic Royal Albert Hall. This will be Alpha's third "Best of the West End" show, following their previous sell-outs at the Hall over the last three years.

Alpha's Creative Director, and West End superstar, 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 conducting the London Musical Theatre Orchestra - putting this historic opening night in the hands of musical theatre royalty.

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. 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.

Dame Judi Dench, President, Acting for Others said: *"We are incredibly grateful to be the chosen charity for Alpha's The Best Of The West End at The Royal Albert Hall. Thank you to the wonderful creative team, Alpha Solutions and this spectacular cast. We hope you enjoy this special event and can join us in celebrating the reopening of this iconic venue in its 150th year."*



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 the Alpha Ambassadors of Arts, Lauren Samuels and mezzo-soprano Friederike Krum.

This year's The Voice contestant Matthew Croke, known for his title role in Disney's Aladdin will be performing some West End classics, whilst 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 this 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, 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!

*"I am so honoured to be appointed Creative Director for Alpha's 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 production. It is a privilege to be 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 after such a challenging time for us all. This production means so much to so many, as it's not only the celebration that we have all been waiting for, but it also supports so many artists on the day and into the future. I am extremely grateful to the commitment and support from all involved.'*

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



## Editors Notes

### THE ALPHA FAMILY

With over 30 years' experience The Alpha Family enhances your business and your lifestyle.

**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.

**Alpha Club**, the beating heart of the family, is a Private Members Club for ambitious professionals and owner-managed businesses offering access to luxury, money-can't-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>

**The London Musical Theatre Orchestra (LMTO)** is the world's only professional orchestra dedicated solely to performing musical theatre repertoire. Since LMTO's public launch in June 2016, the orchestra has been seen by over 60,000 people, and has performed at venues including the Royal Albert Hall, the London Palladium, the Dominion, the Lyceum and Cadogan Hall to sell-out crowds and rave five-star reviews. LMTO is Orchestra-in-Residence at Bishopsgate Institute. [www.lmto.org](http://www.lmto.org)

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Alpha's Best of the West End: [www.bestwest-end.co.uk](http://www.bestwest-end.co.uk)

Alpha Solutions: [www.alpha.solutions](http://www.alpha.solutions)

Alpha Club: [www.alpha-club.co.uk](http://www.alpha-club.co.uk)

## CONNECT:

### Alpha's Best of the West End:

[@bestwestend](https://www.instagram.com/bestwestend)

### Acting for Others:

[@ActingforOthers](https://www.instagram.com/ActingforOthers)

### Alpha Club:

Facebook, Twitter & Instagram: [@alphamembersclub](https://www.instagram.com/alphamembersclub)

LinkedIn: [@alpha-club](https://www.linkedin.com/company/alpha-club)

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### Alpha Solutions:

Facebook & Twitter: [@alphafamilysolutions](https://www.instagram.com/alphafamilysolutions)

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