

The logo for 'Alpha's London Alive' is set against a black background with a red and purple border. It features the text 'ALPHA's' in white, uppercase letters at the top left. To its right is a white line-art silhouette of the London skyline. Below this, the word 'LONDON' is written in large, bold, white, uppercase letters inside a white rectangular frame. To the right of the frame, the word 'Alive!' is written in a purple, cursive script font.

ALPHA's LONDON *Alive!*

PRESS RELEASE
WEDNESDAY 10th DECEMBER 2020
FOR IMMEDIATE RELEASE

LONDON IS ALIVE WITH THE SOUNDS OF MUSIC ...PRODUCED BY THE ALPHA FAMILY

Alpha's London Alive was launched on Monday 7th December with huge support from across London and the arts. Dame Judi Dench and Brian May delivered supportive messages while West End stars including Ben Forster and Lauren Samuels entertained a socially distanced audience at Proud Embankment.

Alpha's London Alive is an event extravaganza that will run across three days in February 2021 for businesses, creatives, celebrities, artists, and discerning members of the public, reminding everyone that London is alive and kicking. Across the three days at Old Billingsgate Alpha will host four established dinner/ lunch events that all have one thing in common, their love for London and live entertainment.

With Gary Barlow already announced as the headline performer more theatre, pop and rock royalty are due to be announced across the three days and will be performing to a packed, socially distanced, audience coming together to celebrate all that is great about London.

18TH FEBRUARY THE LONDON LIFESTYLE AWARDS®

The three days will kick off with the London Lifestyle Awards® who themselves are celebrating 10 years of championing the very best lifestyle businesses in London. The London public have been voting in their thousands for awards across such categories as London's Best restaurant, Best Theatre, Live Entertainment and Best Hair Salon culminating in this spectacular event.

19TH FEBRUARY WEST END THEATRE DAY

The West End Brunch

This star-studded brunch will feature the great and the outstanding of the world-leading theatre district - the West End. 500 supporters of West End theatre will be in attendance, including, actors, producers, and directors, ready to enjoy a phantasmagorical brunch created by our world-renowned caterers. All proceeds from this brunch will go directly to the charity, 'Acting For Others'.

Evening - The Best of the West End

On this very special night guests will be treated to incredible performances from some of the greatest stars of the West End and Broadway. Previous performances include Olivier Award Winner, Ruthie Henshall, multi-award-winning West End legend, Ramin Karimloo, TV & West End 'Superstar', Ben Forster, We Will Rock You & Mamma Mia! Legend, Mazz Murray, Broadway favourite, Michael Xavier, X-Factor winner, Ben Haenow, and top-selling artist, Russell Watson.

20TH FEBRUARY - LA DOLCE VITA - AN EVENING WITH GARY BARLOW

La Dolce Vita created for those who appreciate the finer things in life. Previous La Dolce Vita events have been held in London, Dublin, New York, Montreal, Monaco, and Dubai. An exclusive, inspirational event, making dreams become reality.

This is the first year that these events have been brought together for Alpha's London Alive, C.E.O of Alpha Solutions whose brainchild is Alpha's London Alive Roger Purkiss:

"London is a hugely important city not just for us at Alpha but for the country as a whole, the city has suffered greatly in 2020 and we just wanted to be able to remind people how great London is and what it has to offer to Londoners but also visitors alike. We have been able to attract world class talent to perform across all four events and we are so looking forward to ensuring we have a great time and remind ourselves what London is all about"

Previous guests to these individual events include Sting, Lionel Richie, Beyonce, Simon Cowell, Sinitta, Christopher Biggins, David Seaman, Arlene Phillips, Oti Mabuse, Simon Webbe, Duncan James, Lee Ryan, Antony Costa, Darren Gough, Kimberley Wyatt, Kate Garraway, Roman Kemp, Ruthie Henshall, Ben Haenow, Alexander Burke, Darcey Bussell, James Brown, Aretha Franklin, The Stereophonics, Ronan Keating, Craig David, Will Young, Beverley Knight, Lemar, Wyclef Jean, Bono, Jay-Z, Natasha Bedingfield

CHARITY ELEMENT:

Alpha's London Alive are currently working with several charities who will directly benefit from the 3- day event. Full details to follow.

Ends.

Note to Editors:

Photographs from the launch can be found from Backgrid Photo Agency or by contacting london.alive@alpha.solutions.

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.

Alpha Rewards - a cost effective rewards platform assisting business with staff rewards and job retention. The beating heart of the family **Alpha Club**, a Private Members Club for ambitious professionals and owner managed businesses offering access to luxury money cannot buy events and bespoke concierge services.

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

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Websites:

Alpha's London Alive
www.london-alive.co.uk

Alpha Solutions
www.alpha.solutions

Alpha Club
www.alpha-club.co.uk

CONNECT:

Social Media Handles:

Alpha's London Alive:

Facebook: @ldn.alive

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