

The logo for 'Alpha's London Alive!' is set against a black background with a red and purple border. 'ALPHA's' is in white, bold, sans-serif font. Below it, 'LONDON' is written in a larger, white, bold, sans-serif font, enclosed in a white rectangular box. To the right of the box is a white line-art silhouette of the London skyline. Below the box, the word 'Alive!' is written in a purple, cursive script font with a white outline and a purple exclamation mark.

ALPHA's LONDON Alive!

PRESS RELEASE - TUESDAY 25TH MAY
FOR IMMEDIATE RELEASE

ROCK LEGEND BRIAN MAY JOINS MARISHA WALLACE, NATHAN EVANS, KINGDOM CHOIR AND PAUL POTTS FOR ALPHA'S LONDON ALIVE!

Brian May is the latest addition to the star-studded bill for the upcoming Alpha's London Alive event at the iconic Landmark Hotel in July.

The Alpha Family are incredibly excited to announce that Brian May will be performing onstage with supergroup WOMAN, at Alpha's London Alive, as part of an innovative 2-day event with the London Lifestyle Awards®, marking their long-awaited return to live events.

THE ARTISTS

A dazzling bill of exceptional talent includes Broadway and West End Superstar, Marisha Wallace, best known for her wide range of roles, including Effie White in Dreamgirls, Becky in Waitress and her latest role in Hairspray at The London Coliseum, as Motormouth Maybelle, starring opposite Michael Ball.

Hot on the heels of his brilliant performance with Jack Whitehall at The Brits, the incredibly popular Sea Shanty star, Nathan Evans will be on hand to show the tenacity of our performers when facing adversity. Gaining a huge following via Tik Tok, the chart-topping Scotsman has gone from strength to strength to become a much-loved household name.

Putting the 'V' firmly in 'variety', are Paul Potts, the exceptionally talented English tenor who won the first ever Britain's Got Talent with his soul-stirring performance of "Nessun Dorma" and the Kingdom Choir who shot to world-wide fame after their moving performance of Stand by Me at the Royal Wedding of Prince Harry and Meghan Markle in 2018.

Alpha's Creative Director Ben Forster has assembled an Olivier Award-winning production team including Choreographer Stephen Mear, Lighting Designer Tim Lutkin and West End Musical Director Dr Stuart Morley; this ingenious team behind the incredible 2-day event is musical theatre royalty.

In line with Alpha's philanthropic ethos, they are extremely proud to have recently collaborated with Brian May on "The Pinkest of Pink" Alpha Auction - currently live at: www.alpha-auction.co.uk - in aid of two leading cancer charities. May has generously donated his custom-built Pink Guitar, which he played in the WOMAN video for "I'm A Woman". The guitar will also be signed and dedicated to the winner of the Auction and presented to them on the night!

The all-powerful, female supergroup WOMAN features four of rock musical theatres powerhouses and We Will Rock You alumni; long-time Killer Queen star and 'Friend of Alpha' Mazz Murray alongside Kerry Ellis, Anna-Jane Casey and Gina Murray.

As we count-down to the auction's closing date on Monday 12th July, the bidding on this unique and very personal prize is already in excess of £17,500!

All proceeds raised will be split equally between female cancer charities, Target Ovarian Cancer and The Caron Keating Foundation.

WOMAN join an eclectic cast of West End stars, rock and pop royalty and a host of top variety names for a night that will celebrate the return of our magnificent entertainment industry in the UK.

BACKGROUND

Alpha's London Alive was launched on Monday 7th December 2020 with huge support from across London and the arts, including personal messages from the likes of Dame Judi Dench and Gloria Hunniford. This 2-day extravaganza was originally planned for the middle of February but following the announcement of the Government's Lockdown "Roadmap", it will now be 15th & 16th July 2021.

The celebration will feature the London Lifestyle Awards® ceremony on Thursday 15th July and Alpha's London Alive and the La Dolce Vita After Party on Friday 16th July.

Hosted by the Alpha Family and supported by many from across the worlds of business and the arts, with celebrities from the entertainment and sport industries, both events will feature world-class performances. Held at the beautiful and distinctive The Landmark Hotel London, Alpha once again combines business and pleasure by creating the perfect platform to recognise the businesses that make London great through the London Lifestyle Awards®. A diverse array of London businesses will be in attendance, from The Ritz, COYA Mayfair and Errol Douglas Hair Salon to independent coffee shops such as My Place in Soho, all there to celebrate alongside Alpha Club members and friends, famous faces and business leaders from across the capital.

*"We have joined forces with such an incredible creative team that this production has a feast of jaw-dropping entertainment throughout. Combining the best stars from the West End with rock and pop legends and mixing them with a delight of quality surprises - this will be a variety show never seen before! We are creating a theatre within the stunning Landmark Hotel, as a celebration of the arts and business and everything that's great about London. **Alpha is bringing back London - together** and we hope to see you there!"* - Alpha's Group Brand Director and Show Producer, Emma Longley.

Note to Editors:

Photographs relating to the event can be obtained 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. 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".

CONTACT:

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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

Alpha Auction: www.alpha-auction.co.uk

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