



MEDIA RELEASE

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Sydney Taxis Wrapped in *The Lion King*

A fleet of 50 Sydney taxis have been completely wrapped in new livery, advertising Disney's hit musical, *The Lion King's* for Sydney's Australian premiere on 12 December, at The Capitol Theatre, Minister for Tourism and Major Events, George Souris, announced today.

"Much of Sydney's taxi fleet will be wrapped in the vibrant colours of *The Lion King* in celebration and anticipation of this much loved musical – and we can't wait to see it return to NSW.

"*The Lion King* will generate almost half a million ticket sales and attract about 50,000 interstate and international patrons. These visitors alone will inject at least \$28 million into the NSW economy based on an anticipated eight-month run, according. The Disney organisation estimates the cumulative economic impact to NSW is more than \$100 million," Mr Souris said.

"It's fantastic to see Cabcharge and The NSW Taxi Council embrace a bold move in celebrating and promoting such a unique and special event," he added.

Managing Director of Disney Theatrical Productions Australia, James Thane, said: "Julie Taymor's visionary Broadway production is truly a great event and it's wonderful to see the Sydney taxis joining in the excitement."

CEO of Cabcharge, Reg Kermode said: "We are delighted to support the NSW Government in this initiative. With up to 50 taxis set to effectively broadcast *The Lion King* - one of the world's most popular stage musicals - we hope that these taxis will really catch people's attention."

Roy Wakelin-King, CEO of NSW Taxi Council, the taxi industry's peak body said: "The NSW Taxi Industry is pleased to support the promotion of key events in Sydney and NSW in this way. This is a great initiative which harnesses the power of the extensive fleet of taxis in NSW, and provides a new experience for the passenger. I expect people will be hoping that a *Lion King* taxi will be the next available cab they see."

The Lion King is one of the world's most popular stage musicals, with more than 68 million people around the world having enjoyed the show since its Broadway premiere in 1997. It is the winner of over 70 major international awards including six 1998 Tony Awards and a GRAMMY Award for Best Musical Show Album.

Tickets for *The Lion King* are now on sale through Ticketmaster and wotif.com