



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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***BEAUTIFUL: THE CAROLE KING MUSICAL* TO MAKE AUSTRALIAN PREMIERE IN SYDNEY**

Sydney has once again proven it is the home of premiere musicals, with the NSW Government securing the Australian debut of *Beautiful: The Carole King Musical*.

Minister for Trade, Tourism and Major Events Stuart Ayres said the highly acclaimed Broadway production tells the inspiring true story of Carole King's rise from schoolgirl to superstar.

"NSW securing *Beautiful: The Carole King Musical* is a major coup, following the show's acclaimed production on Broadway, which won two Tony Awards, as well as the 2015 Grammy for Best Musical Theatre Album," Mr Ayres said.

"Carole King's legendary collection of hits comes to life through this blockbuster production which will be a major drawcard for visitors to NSW with approximately 60,000 overnight visitors expected to travel to Sydney, generating \$26 million for the local economy.

"Sydney is now without question Australia's home of major event theatre. *Beautiful: The Carole King Musical* is just the latest addition to our catalogue of debut productions including *The Lion King*, *Jersey Boys* and *Matilda*, as well as this year's premieres of *Disney's Aladdin* and *Dream Lover: The Bobby Darin Musical*."

Australian Producer Michael Cassel said *Beautiful: The Carole King Musical* traces the singer-songwriter's life from ordinary girl with extraordinary talent to chart-topping music legend.

"Packed full of Carole King classics such as 'Will You Love Me Tomorrow', '(You Make Me Feel Like A) Natural Woman', 'Locomotion' and many more, *Beautiful* will have audiences feeling the earth move under their feet!" Mr Cassel said.

The Australian premiere of *Beautiful: The Carole King Musical* was secured by the NSW Government, through its tourism and major events agency Destination NSW.

Beautiful: The Carole King Musical will be staged at the Sydney Lyric Theatre from September 2017.

Visit www.beautifulmusical.com.au for more information.