



A Musical Treat From KSK Group

👤 Anu Venugopal 🕒 Monday, September 22, 2014 📁 Business, Featured, Lifestyle 👁 229

Passionate about performing arts, KSK Group Berhad is supporting international musical tour group *Mamma Mia* in Malaysian shores from December 18 to 21.

The platinum sponsor of the hit musical will also help Malaysians get closer to the musical and cast with an array of fun activities through radio and social media platforms as well as as a pre-show cocktail session for KSK Group's guests to meet and mingle with the cast.

"The KSK Group's CSR initiatives focus on the arts and education. We believe in nurturing education in different forms. We saw this opportunity to sponsor *Mamma Mia* and took it as a part and parcel and a reflection of our brand," said Joanne Kua, Chief Executive Officer of KSK Group.

Among the activities in line with the popular musical performance in Kuala Lumpur include a workshop conducted by the *Mamma Mia* cast with selected performing arts students and faculty from the Kuala Lumpur Performing Arts Centre (KLPac), University Malaya, Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA) and Universiti Teknologi MARA (UiTM). The workshop will give attendees a chance to pick up theatrical skills from the internationally experience cast.

"We are glad that the students have a chance to work with an international cast such as *Mamma Mia*. We have 30 students in the performing arts and we will select 15 students who want to be involved in this workshop through an audition," said Hamzah Tahir, Lecturer at the Faculty of Film, Theatre and Animation UiTM, who hopes there will be more workshops like this.

Written by Catherine Johnson, directed by Phyllida Lloyd and Andrew Bruce & Bobby Aitken, the musical's music and lyrics are by Benny Andersson & Bjorn Ulvaeus. An ultimate feel good musical, *Mamma Mia* revolves around a daughter's quest to discover the identity of her father that brings three men from her mother's past back to the Greek island paradise. ABBA's well known songs including *Dancing Queen*, *I Have A Dream*, *Thank You For The Music* and *Mamma Mia* adds excitement to a tale of love, laughter and friendship.

During the press conference at Alexis Bistro, Great Eastern Mall, KSK also took the revealed progress of "8 Conlay"; a project by KSK Group's property development arm, KSK Land. A reflection of its address, 8 Conlay is developed over 1.57ha of land and include one hotel building, two blocks of branded residence and is expected to be completed in 2019.

Organised by Yvents! Sdn Bhd, *Mamma Mia*, will be presented to theatre and musical lovers at the Plenary Hall, Kuala Lumpur Convention Centre from Dec 18 to 21. Ticket prices are at RM190, RM290, RM390, RM490 and RM590 and can be purchased at www.ticketspeople.com or 03 2287 2727.