

# RM1.5mil boost for musical tour

Sponsorship to go towards workshop by 'Mamma Mia' cast and other activities

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**K**SK Group Berhad has announced its RM1.5mil sponsorship of the Kuala Lumpur leg of the *Mamma Mia* international musical tour.

The sponsorship will also see the investment holding organising a string of activities leading up to the event.

The biggest highlight is a workshop conducted by the *Mamma Mia* cast for selected performing arts students and faculty members from the Kuala Lumpur Performing Arts Centre (KLPAC), Universiti Malaya, Akademi Seni Budaya dan Warisan Kebangsaan (Aswara) and Universiti Teknologi Mara (UiTM).

Fifteen participants from each institution will be taking part in the workshop.

KSK Group Berhad chief executive officer Joanna Kua said the sponsorship was part of the company's aim to support arts and education development.

"We are always looking at initiatives to put

two and two together in order to enrich society at large, and this is achieved through the sponsorship," she said.

Kua added that by sponsoring a musical of this scale would also help to create brand visibility.

Among other activities hosted by KSK are ticket giveaways through radio and social media platforms, as well as a pre-show cocktail session for KSK Group's guests to meet and mingle with the cast.

*Mamma Mia*, organised by Yvents! Sdn Bhd will take place at the Plenary Hall, Kuala Lumpur Convention Centre from Dec 18 to 21.

During the press conference, Kua also took the opportunity to reveal the progress of "8 Conlay", a project by KSK Group's property development arm, KSK Land.

"8 Conlay is the maiden project for KSK Land. Its name is a direct reflection of its address, which is a stone's throw away from the Pavilion Kuala Lumpur," she said.

Kua said the project was developed over 1.57ha of land and would comprise one hotel building and two blocks of branded residence, that would be managed by the hotel.

It is slated for completion in 2019.



**Supporting arts:** (From left) ASWARA Faculty of Theatre dean Reza Zainal Abidin, UM Cultural Centre dean Dr Rosdeen Suboh, Kua, Yvents! Sdn Bhd managing director Yvette Kang, KLPAC executive producer and co-founder Datuk Faridah Merican and UiTM Faculty of Film, Theatre and Animation lecturer Hamzah Tahir at KSK's *Mamma Mia* sponsorship announcement.