

MEMPHIS TAKES THE TONY FOR BEST MUSICAL!
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Memphis, TN- MEMPHIS, The Musical, swept the Tony Awards last night winning Best Musical, Best Original Score, Best Book of a Musical, and Best Orchestrations. Hosted by actor Sean Hayes (Will & Grace) the 64th Annual Tony Awards Ceremony was held in New York City's renowned Radio City Music Hall where the Who's Who of Broadway and Hollywood came out to greet the press and grace the Audemars Piguet Red Carpet. The show was packed from start to finish with powerhouse performances from Best Musical Nominees including MEMPHIS, AMERICAN IDIOT, FELLA! and MILLION DOLLAR QUARTET.

"This year's Tony Award Production was the best I've seen in thirty years," said Pat Halloran, President of the Memphis Orpheum Theatre, "the stars came out like never before". The impressive guest list included celebrities such as Catherine Zeta-Jones, Angela Lansbury, Antonio Banderas, Jude Law, Kristen Chenoweth, Daniel Radcliff, Katie Holmes and Will and Jada Smith.

MEMPHIS, The Musical, rocked its way in the Tony Award race with 8 nominations in the following categories: Best Musical, Best Original Score, Best Book of a Musical, Best Performance by a Leading Actor & Actress, Best Direction of a Musical, Best Orchestrations and Best Costume Design of a Musical. No stranger to praise, MEMPHIS recently topped the 2010 Drama Desk Awards for Best Musical, Best Actress, Best Music, and Best Orchestrations. MEMPHIS was also honored at the 60th annual Outer Critics Circle Awards where it earned seven nominations, winning in four categories including one for Outstanding New Broadway Musical.

MEMPHIS, The Musical, is loosely based on the life story of DJ Dewey Phillips who challenged racial barriers by bringing black music to white radio in the segregated 1950s, igniting a cultural revolution. At its core, MEMPHIS is a powerful tale of love and beginnings, showing how the blues, soul, and gospel all played a part in the birth of Rock and Roll. The production is set on Beale Street and the last scene takes place on the Orpheum stage in Memphis, TN.

MEMPHIS will continue to wow audiences across the country. "The National Tour will start in Memphis at the Orpheum in the fall of 2010," says Halloran. "The impact of the tour beginning here will have significant financial benefits but more than that, it will give a great boost to pride in our community".

Memphis Mayor A C Wharton shares in Halloran's enthusiasm stating, "I loved the show when I saw it this past December. MEMPHIS is a show that exhibits everything wonderful and vibrant about the Bluff City, particularly our music and our passion for life. Everyone who sees this marvelous production and hears those songs carries with them a little bit of our city's soul. We could not ask for a better way to promote Memphis to the world than by having its name lit up in lights in the middle of the Great White Way, and I'm so thrilled to know that it will be delighting audiences for a long, long time to come."

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