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FOR IMMEDIATE RELEASE

March 6th, 2009

EXCITING NEW ICONIC LOGO BLENDS ASIAN/WESTERN EMOTIONS

SHANGHAI (simultaneously in London, UK). The *Sacrifice* partners (producer **Toby Simkin** and authors **Kenneth Clarke**, **Richard Daniels** and **Mark Troop**) are pleased to unveil the logo for all global operations of the forthcoming musical and film *Sacrifice* (in the PRC, *The Sacrifice of Yang GuiFei*).



The logo for worldwide use



The logo for use within the PRC

Designed by renowned Ningbo artist, **Xiao Bai (舒张子)**, the logo skillfully blends Chinese and English together is a symbolic symbol that represents Ancient China with and evocative and strong Western appeal.

Toby Simkin
presents
Love & Treachery in Ancient China
written & composed by
Kenneth Clarke, Richard Daniels & Mark Troop
www.SacrificeWorldwide.com





Sacrifice 《牺牲》
《牺牲杨贵妃》

Xiao Bai, whose calligraphy and artist style is particularly well known to many foreigners who have come to China, tonight is opening his latest exhibit of new works at the 'Shanghai Studio Gallery' in Shanghai. Xiao Bai's art is hanging in various collections in North America, Europe and Asia. He created the striking tablet/seal logos utilizing rice paper, calligraphy brushes, and stamps.

The *Sacrifice* team was searching for the right artist to synthesize Chinese culture with that of the West, and after reviewing many options for artists selected Xiao Bai, based on his "*masterful skill and talent for developing engaging iconography*" said Kenneth Clarke, author.

Toby Simkin, lead producer of *Sacrifice* said "*Developing a logo and image for a show is a difficult process. The logo needs to emote the feeling of the show in a single glance, at the same time being immediately distinctive, and iconic in nature. The logo also needs to address the functional and logistical requirements of being able to scale proportionally in size from business cards to billboards, and for vertical format advertising in papers to horizontal format advertising in TV and other print.*"

Sacrifice is the story of Emperor Xuanzong (of the prosperous Tang dynasty 618-907 AD) who brings Yang GuiFei, one of China's most beautiful women, into his court as a concubine. When they adopt China's greatest villain, the barbarian An Lushan, their fateful triumvirate creates China's greatest love story.

Sacrifice is a great story, but that a most famous Chinese story is written so beautifully by a western team gives this project a very unique production and marketing perspective.

The *Sacrifice* partners recently announced the signing of a letter of intent to co-produce a motion picture in the PRC - *The Sacrifice of Yang GuiFei*.

TOBY SIMKIN (Producer) is a theatrical producer who has over 25 years of 1st-class producing or managing experience of entertainment projects with over 120 Broadway/West End shows and tours from *Annie* to *Victor/Victoria* in the USA, Canada, UK, Russia, Australia, China and oceans between. From many Tony Award winning productions on Broadway to Olivier Award winning productions on London's West, Mr. Simkin is a leader in the field of theatrical producing, management and marketing. Mr. Simkin is additionally credited with leading the theatre industry into cyberspace in the early 90's. Mr. Simkin maintains a residence in Shanghai, developing new opportunities for global entertainment where he owns a Chinese corporation. Online at www.TobySimkin.com.

CAPTIVE THEATRE & MUSIC (Authors) was founded by writer **Kenneth Clarke** and composer **Richard Daniels**. Kenneth's plays have been read in theatres. Richard toured with many successful pop artists, and has composed music for TV and radio. For 20 years Kenneth and Richard have composed songs that have been recorded by numerous artists. In 2004 Kenneth and Richard received a gold disc award for very successful #1 pop song. This is their fourth major musical. Pianist, broadcaster, writer and founder of The Chamber Music Company **Mark Troop** joined Captive in 2007 to enhance and shape the work. Mark has worked with BBC Radio, in cabaret and runs various London-based music events and festivals. Mark additionally runs the Yin Yang Collective: London's first Chinese-Western fusion group and *Shanghai Dreamhearts* – the cabaret of China.

For further information visit: www.SacrificeWorldwide.com