

Edinburgh Music Theatre – How to succeed in business without really trying...

✘ *Edinburgh Music Theatre goes back to the '60s with their new show*

'How to Succeed in Business Without Really Trying' at the Church Hill Theatre, 19-23 March 2013

Following the success of its previous musical productions, dark tale 'Sweeney Todd' in 2012, 'Rent' in 2011, and the '80s pop-tastic 'Footloose' in 2010, EMT is travelling back to the decade of 'Hair' (produced by the company in 2009), the swinging sixties.

This time, however, the style is more the glamour of TV's 'Mad Men', than the Summer of Love.

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Set in the early 1960s, 'How to Succeed...' tells the story of J. Pierrepont Finch, a young window washer who, with the help of the book entitled How to Succeed in Business Without Really Trying, rises to become chairman of the board of the World Wide Wicket Company.

Along the way Finch meets a whole host of characters, including J.B. Biggley, the boss of the company; Rosemary Pilkington, a secretary and potential love interest; and Hedy LaRue, Biggley's attractive but dim-witted mistress. What ensues is a comedic battle of the sexes for centre-stage, with musical numbers including 'Brotherhood of Man', 'A Secretary

is Not a Toy' and the titular, 'How to Succeed'.

Kenneth Pinkerton, of Edinburgh Music Theatre, said:-“We are delighted to be producing 'How to Succeed...' for 2013. I think the last couple of years the shows have been a bit on the darker side and this year we wanted to do a show that was fun and refreshing; 'How to Succeed...' is definitely that! We're delighted with the great cast and production team this year, who have certainly pulled out all the stops to produce a fantastic show. It's got rivalry, jealousy, comedy, tap-dancing secretaries and some fantastic songs – what more could you ask for?!”

The musical was originally written by Frank Loesser and Abe Burrows (the team also behind 'Guys and Dolls') and first opened on Broadway in 1961, with Robert Morse in the lead role of Finch. It was also made into a film in 1967, with Morse reprising his role (interestingly, Morse has been most familiar on our TV screens of late for his role in 'Mad Men'!) More recent revivals have seen Matthew Broderick and Daniel Radcliffe in the lead role.



HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

Tuesday 19 – Saturday 23 March 2013, 7.30pm (2.30pm Saturday matinee)

Church Hill Theatre, Morningside Road, Edinburgh

Ticket prices: Tuesday all tickets £10; Wednesday- Saturday evenings £14 (£12 concession) Saturday matinee £12 (£10 concession)

www.edinburghtheatre.co.uk