



## Lion King Tours America

(NAPSA)—Interest in, and accessibility of, the ultimate Broadway experience has just gotten a bit of juice—thanks to the corporate sponsorship of the national tour of an award-winning musical extravaganza.

Tropicana Pure Premium will sponsor the first national tour of Disney's *The Lion King*. This commitment brings the show—which picked up Tony awards for its direction, scenery, lighting, costumes and choreography—to cities across the nation.

“Through our partnership with *The Lion King*, we expect to reach the lion's share of the 20 million American families with kids,” said Brenda Copple, vice president of marketing, Tropicana Products, Inc.

Nearly 75 percent of those who make ticket-buying decisions for touring Broadway shows are women—making the company's sponsorship of *The Lion King* a natural fit. And while this sponsorship represents Tropicana's “Broadway debut,” it builds on the company's increased efforts to target the important market of families with kids.

“Tropicana Pure Premium is the perfect partner for *The Lion King*,” said Ron Kollen, vice president of sponsorship marketing, Disney Theatrical Productions. “Both of us share the same values of families being together, which will be reached by bringing *The Lion King* on tour across America.”

The following additional activities are planned to mark the show's first national tour:

- National Sweepstakes: A chance



**Can you feel the love tonight?  
An award-winning musical may soon be coming to town.**

to win one of 25 trips for four people to see *The Lion King* on tour. Promoted on 64 oz. cartons of Tropicana orange blend products, this provides families not near the tour cities a chance to see the show.

- **Tour City Prizes:** In each tour city, Tropicana will hold promotions with local retailers giving consumers the opportunity to win exclusive prizes such as backstage tours, opening night party tickets and brunch with the cast.

- **Breakfast At The Box Office:** While die-hard fans are camping out for the first-day ticket sales at the box office, they will get their daily dose of nutrition as Tropicana Pure Premium serves free breakfast.

Tour dates have been announced for Denver, Colo.; Houston, Fort Worth and Dallas, Texas; Tampa, Fort Lauderdale, Fla.; Atlanta, Ga.; Cincinnati and Cleveland, Ohio; Charlotte, N.C. and St. Louis, Mo.

For schedule and ticket information, visit [www.disneyonbroadway.com](http://www.disneyonbroadway.com).