



PZ Cussons sponsor the Manchester International Festival!

We are pleased to announce that PZ Cussons will be a key business sponsor of the 2009 Manchester International Festival, reinforcing our commitment to innovation and diversity, and raising the profile of company as a whole.

This partnership is a fantastic opportunity to highlight our brands, communicate with key stakeholders and support in the local community. There will be opportunities for everyone to get involved.

Manchester International Festival (MIF) launched to great critical acclaim in the summer of 2007. Establishing itself immediately on the international arts calendar, the Festival is entirely devoted to developing new work across the performing arts and popular culture and commissions world class artists to innovate and present unique productions and events.

The second Manchester International Festival takes place from 2-19 July 2009 with a spectacular program of original work and special events including a commission that will see **Zaha Hadid Architects** create a bespoke environment for the solo works of **JS Bach**; **Everybody Loves a Winner**, Neil Bartlett's new play which will bring bingo to the Royal Exchange Theatre and **Prima Donna**, Rufus Wainwright's debut opera.

Further detail about these can be found at www.mif.co.uk .

On March 19 2009 there will be a full programme announcement at a press conference within Manchester, followed by announcements in London and New York.

MIF has three media partners, The Guardian, Manchester Evening News and the BBC and they have supported the festival since 2006. There will be a number of programmes that will be dedicated to the festival and will be broadcast on location between 2 – 19 July e.g. The Culture Show.

We are delighted to be supporting the festival and look forward to what we hope will be a productive and long lasting relationship.

Media Contacts:

PZ Cussons Plc

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