

# HOORAY FOR BOLLYWOOD!

**BOERNE, TX – March 30, 2017.** Taj Express, the kaleidoscopic, high-energy fusion of film, dance, and music, brings the colorful costumes and boisterous beat of Bollywood to life right before your eyes. This internationally acclaimed musical, based out of Mumbai, promises to take audiences on a live cinematic journey celebrating new India's pop music, Bollywood culture, and deep traditions featuring colorful costumes, joyful dance, and thrilling live music.



*When the curtain at Champion Auditorium opens on Friday, April 7, at 7:30pm, Boerne will be treated to a dazzling theatrical spectacular wrapped into 120 minutes of swirling colors, sparkle, shimmer and electrifying energy, which has woven its magic to mesmerize and captivate audiences all over the world. Boerne Performing Arts will close their 2017 season with this musical showcase that is receiving rave reviews on their current 60-concert U.S. tour.*

Taj Express is produced by one of India's leading entertainment families, the Merchants. The show is produced and directed by Shruti Merchant and choreographed by Vaibhavi Merchant. The company of 36 dancers and three musicians, a flautist, percussionist, and guitarist, demonstrate the true vibrancy of a live performance. "There is no screen separating the audience from the performers", Shruti notes, "and a live performance harnesses the nonstop energy and adrenalin of the performer!"

Corporate sponsors for Taj Express include Frost Bank, Jennings Anderson Ford, Sonora Bank, Morningside Ministries at Menger Springs, Majestic Ranch Arts Foundation, and The City of Boerne. One lucky ticketholder will win "Dinner for Two" at The Dodging Duck...a local restaurant that supports the arts by always being open for dinner on the nights of the Boerne Performing Arts performances.

A highlight at the pre-concert activities will be the announcement of the Boerne Performing Arts 2018 season. Attendees at the concert will have the opportunity to pick up season ticket packets and to order their season tickets during intermission and following the show. Also, the recipients of the 2017 Fine Arts Scholarships will be announced.

Boerne Performing Arts FOR KIDS will provide the opportunity for 1,000 local students to attend an in-school show by the Taj Express. The corporate sponsors and donors provide all the funding for the student outreach programs so that the children can attend at no cost to the students. The Boerne Champion Orchestra will perform Preludes & Interludes in the lobby, while visual arts students from BISD high schools will have select artwork on display in the Galleries. The Boerne Champion High School Orchestra Boosters will be selling refreshments, with all proceeds going to their scholarship program, while members of the AFJROTC will be greeting concertgoers in the parking area.

Tickets are available online at [www.BoernePerformingArts.com](http://www.BoernePerformingArts.com). Pricing ranges from \$30-\$40-\$60 with \$20 tickets available for students. The Greater Boerne Chamber of Commerce also provides assistance with ticket purchases, or you can call the Boerne Performing Arts Message Line at 830.331.9079 and a volunteer will return your call.