



CLAS OHLSON ANNOUNCES SPONSORSHIP OF MAMMA MIA! THE PARTY

- Online homewares retailer, Clas Ohlson, has announced its sponsorship of London's brand new immersive entertainment experience *Mamma Mia! The Party*
- *Mamma Mia! The Party* is a show, a gourmet Mediterranean feast and an ABBA disco all rolled into one, and is opening at The O2 London in August 2019
- Clas Ohlson will be an Official Partner of *Mamma Mia! The Party*, carrying out marketing, PR and social media activity to support the sponsorship and encourage fans to #BeMoreSwede
 - Find out more: www.clasohlson.co.uk

Swedish retailer Clas Ohlson has announced it will be an Official Partner of *Mamma Mia! The Party*, as the fun-filled show makes its way to London for the first time.

Clas Ohlson's long-term sponsorship will be supported by marketing, PR and social media activity to activate the partnership under the theme #BeMoreSwede.

Mamma Mia! The Party debuts in London on 29th August, following its glittering success in Stockholm, where it has been playing to sold out audiences since 2016. The show, three-course meal and ABBA disco is a celebration of the legendary Swedish band's music, building on the phenomenal success of the original musical and the two *Mamma Mia!* films.

The partnership between the Swedish retailer and *Mamma Mia! The Party* is a perfect fit: Clas Ohlson is a distinctly Swedish brand which has been helping customers to simplify their lives for over 100 years, after being setup by a father who wanted to make everyday life easier for families. ABBA still ranks as Sweden's greatest contribution to pop music since the band's first worldwide hit in 1974.

Speaking about the sponsorship, Jon Peacock, Country Manager at Clas Ohlson said: "*ABBA is one of Sweden's most loved and well-known exports and, as we like to think, so is Clas Ohlson. From the practicality of our product design to the ease of our shopping experience, we aim to be more Swede with everything we do – which is why we are thrilled to make this partnership happen.*"

"We are excited to celebrate our Swedish roots with this sponsorship of Mamma Mia! The Party, an immersive experience which is set to light up the London entertainment calendar. We'll be carrying out lots of exciting activity in the coming months to celebrate."

Björn Ulvaeus, Executive Producer of *Mamma Mia! The Party* and one of the original members of ABBA said:

“We are thrilled to be partnering with Clas Ohlson on Mamma Mia! The Party in London. They are an exciting and innovative retail brand that will help bring a new and imaginative partnership with our show. I know because I am a frequent customer at their branch in north Stockholm!”

For more information, please contact the Clas Ohlson team on mmtp@clasohlson.co.uk or call 0207 693 6999.

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NOTES TO EDITORS:

About Clas Ohlson

Originating in 1918 in Insjön, Sweden, Clas Ohlson now operates across five countries. The Clas Ohlson range covers over 10,000 products across five categories (Home, Electrical, Multimedia, Hardware, Leisure), all available online.

For more information about Clas Ohlson, please see;

- About us - <https://www.clasohlson.com/uk/c/aboutus>
- Facebook - <https://www.facebook.com/clasohlsonuk>
- Twitter - <https://twitter.com/clasohlsonuk>
- Instagram - <https://www.instagram.com/clasohlsonuk/>

About Mamma Mia! The Party

MAMMA MIA! THE PARTY (MMTP) is an immersive entertainment and dinner experience produced by Björn Ulvaeus, an original member of the iconic Swedish pop group ABBA, and Ingrid Sutej, who has produced a variety of successful live music and entertainment productions across the UK and Europe.

MMTP is a fully-owned subsidiary of MM! The Party AB, founded by Björn Ulvaeus, which manages the worldwide rights of the MMTP concept on behalf of both authors and creatives. The other directors in MM! The Party AB are Ingrid Sutej and Staffan Holm, who is also the chairman of Live Nation Sweden.

The first production of MMTP opened in Stockholm, Sweden in January 2016 and was attended by all four members of ABBA. It is now in its fourth sold-out year. MMTP will open in London at The O2 in Summer 2019.