

National Black Church Initiative

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The National Black Church Initiative Salutes The Lion King As The Most Diverse Show On Broadway And Urges 100,000 Of Its Members To Go See The Lion King Before March 2018

The Lion King is good for the Christian family

Washington, DC – The National Black Church Initiative (NBCI), a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans, urges its membership to go see the Lion King on Broadway. As you may know last month The Lion King celebrated their 20th year on Broadway. The production has significantly distinguished itself in the Broadway realm as a place for diversity and a place where they nurtured and advanced the careers of African Americans in the show.

Rev. Anthony Evans President of the National Black Church Initiative says, "I am excited about this! This is why we are showing our support to this Broadway show that has been filled with talented African American performers for the past 20 years, by encouraging 100,000 members from our congregations to see the Lion King by March 2018."

The culture of Broadway has not performed in any significant way for African Americans, but Lion King has quietly done so. Below are some facts about the show from over the past 20 years:

- Opened on Broadway – November 13, 1997 at the New Amsterdam Theatre
- Pre-Broadway 8-week engagement premiered at Minneapolis’s Orpheum Theatre from July 13, 1997 to August 31, 1997
- In June 2006, the Broadway production moved to the Minskoff Theatre
- Years on Broadway: 19
- Total productions, to date: 24
- Total number of visitors worldwide: over 90 million (more than the combined populations of Spain, Sweden, Austria, Switzerland, Greece and Ireland)
- It is the third longest-running musical in Broadway history (only Chicago and Phantom of the Opera have run longer)
- Current worldwide productions: 10 (Broadway, North American Tour, London, Hamburg, Tokyo, Madrid, Mexico City, Shanghai Disney Resort, Scheveningen, Japan Tour)
- The Lion King is one of only two shows in theatre history to generate five productions worldwide running 15 or more years.
- Number of languages translated: 9 (English, Dutch, Japanese, French, German, Spanish, Korean, Portuguese, Mandarin)
- Has played over 100 cities in 19 countries on every continent except Antarctica
- Number of South African cast members employed: over 200
- Combined productions cumulative run: over 112 years
- Winner of 72 major worldwide awards
- Julie Taymor is the first woman in theatrical history to win the Tony Award for Best Director of a Musical
- The Broadway production has played through three Presidential administrations, four mayoral elections, eight New York City team championships and the opening and closing of 600+ Broadway shows.

ABOUT NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 African American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. Our methodology is utilizing faith and sound health science.

NBCI's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at www.naltblackchurch.com.