



Press Release

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Manchester United Unveils Name of New Entertainment Centers

- **First One Scheduled to Open in Beijing this Winter**

Manchester United, in partnership with Harves Entertainment, unveiled the name of its new entertainment centres, the first of which is currently nearing completion in Beijing.

The facility near Tiananmen Square will be called Theatre of Dreams. It is the first of five Theatre of Dreams centres to be built in cities across China in the next year, including in Shanghai, Shenyang and Changsha, creating exciting new opportunities for Chinese fans to connect with the Club.

Theatre of Dreams centres will offer multiple activities and state of the art attractions designed for fans and families. These include:

- An interactive journey through the Club's incredible history encompassing 142 years of triumph, heroics and the never-ending pursuit of excellence
- An immersive Manchester United football gaming experience that is unique, fun and engaging for every guest, no matter their skill level
- A retail element that will feature the largest selection of official and exclusive Manchester United merchandise in China
- A branded dining experience offering authentic UK and Chinese specialties

Manchester United's Group Managing Director, Richard Arnold, comments:

"Theatre of Dreams is an entirely new sports entertainment experience. It is our home away from home. Sir Bobby Charlton famously described our Old Trafford



stadium as ‘the theatre of dreams’, and now we are able to bring that dream alive for our Chinese fans. This represents a strengthening of our longstanding commitment to China and a deepening of our relationship with Manchester United fans across the country. Our guests will discover new, exciting, fun, and inspiring ways to engage with the Club and one another.”

Bo Zhang, Founder and Chairman, Harves Entertainment comments:

“Theatre of Dreams is just that – a place where dreams come true. We’re celebrating the pursuit of excellence in an immersive environment that offers endless enjoyment and the opportunity to dream. It’s an attraction where family and friends can play and learn together – no matter what age or ability – with our interactive exhibits, dining experience, and the largest selection of official and exclusive Red Devils merchandise.”

The Theatre of Dreams in Beijing will open to the public this winter.

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ABOUT MANCHESTER UNITED

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 142-year heritage we have won 66 trophies, enabling us to develop the world’s leading sports brand and a global community of 1.1 billion fans and followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.

ABOUT HARVES

Harves is a global group with headquarters in the United States and China. We combine our resources with a deep network of public and private partnerships to connect the world's most vibrant markets. Our top-tier entertainment, experience, and retail properties bridge businesses, brands, and consumers across cultures. For more information visit Harves.com.