

MAMMA MIA! THE PARTY

Press release 20.01.2016

ABBA reunited when MAMMA MIA! THE PARTY had its world premiere in Stockholm today

#mammamiatheparty

The super group ABBA was reunited when Björn Ulvaeus presented the world premiere of **MAMMA MIA! THE PARTY**. Together with director Roine Söderlundh, Björn Ulvaeus has created an extraordinary experience for all fans of MAMMA MIA!, the musical that has been seen by 55 million people around the world. The world premiere of MAMMA MIA! THE PARTY was held today in Stockholm.

First came the musical, then the film and now it is time for MAMMA MIA! THE PARTY. The experience treats guests to a Greek party filled with ABBA music, dance and enjoyment in the midst of the MAMMA MIA! world. MAMMA MIA! THE PARTY takes place at Tyrol in the Gröna Lund amusement park, and has a purpose-built environment that seduces guests at Nikos Taverna with olive trees, a fountain and scents of the Mediterranean.

The world premiere of MAMMA MIA THE PARTY! was an historic occasion as all four ABBA members, Agnetha Fältskog, Anni-Frid Lyngstad, Benny Andersson and Björn Ulvaeus, attended.

- "It's so nice to be able to present MAMMA MIA! THE PARTY, not least in the presence of Agnetha, Anni-Frid and Benny. I'm now looking forward to the shows this spring", comments executive producer Björn Ulvaeus.

For interview requests, press pictures and further information, please contact:

Stephanie G. Bonn, Zap PR

Telephone: +46 (0)8 661 11 75

Mobile: +46 (0)70 77 56 110

E-mail: stephanie@zap-pr.com

About MAMMA MIA! THE PARTY

MAMMA MIA! began as a musical in 1999, with music and lyrics by Björn Ulvaeus and Benny Andersson (some songs together with Stikkan Andersson). MAMMA MIA! THE PARTY has its premiere on 20 January 2016 at Tyrol, Gröna Lund in Stockholm. Björn Ulvaeus is the executive producer and one of the founders of MAMMA MIA! THE PARTY.

More information is available at www.mammamiatheparty.com