

## Chinese company purchases theatre in U.S.



Cao Xiaoning (2nd R Front), general manager of China Heaven Creation, and delegates of the former White House Theater holders attend the signing ceremony in Branson, Missouri, the United States, Dec. 14, 2009. China Heaven Creation officially took over the White House Theater on Monday. (Xinhua/Hu Guangyao)

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BRANSON, United States, Dec. 14 (Xinhua) -- China Heaven Creation International Performing Arts Co. Ltd (CHC) Monday formally took over the ownership of the White House Theatre in Branson, Missouri, making the first ever successful purchase of an American theatre by a Chinese company.

Cao Xiaoning, CEO of the Chinese performing company, signed the documents on the 3.54 million-U.S.-dollar deal with representative of the White House Theatre at Hogan Land Title Co. in Branson. Mrs. Raeanne Presley, the Mayor of Branson, Mr. Li Dongwen, Cultural Counsellor of Chinese Embassy, and some other officials from the City of Branson were present at the signing ceremony.



Ross Summer (5th L front), president of Commerce Chamber of Branson, and Cao Xiaoning (4th L front), general manager of China Heaven Creation, cut the ribbon at the takeover ceremony of the White House Theater in Branson, Missouri, the United States, Dec. 14, 2009. China Heaven Creation officially took over the White House Theater on Monday. (Xinhua/Hu Guangyao)

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In an interview with Xinhua after the signing ceremony, Cao said, this is the first time ever for a Chinese entertainment enterprise to purchase a theatre in the United States. The purpose is to bring the Chinese shows into entertainment business in the United States. "With China's economy growing stronger, the Chinese show business has started its way to step into the international arena," he added.

He said "in the United States, there are many shows involved Chinese performers, like those talented acrobatic performers, if we name them. But all of these shows are arranged by foreign producers not Chinese. So (CHC) hopes to change the situation. CHC has produced many high quality shows in China, and toured internationally with a big success. Now, the company aims the American residential entertainment market."



Photo taken on Dec. 13, 2009 shows the White House Theater in Branson, Missouri, the United States. China Heaven Creation officially took over the White House Theater on Monday. (Xinhua/Hu Guangyao)

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Based in Beijing, CHC is one of the best cultural companies in China which was announced its establishment ten years ago.

Cao said, after CHC appeared in the arena of show industry in China, the company has produced 9 big-scale shows successfully and has acquired a high fame domestically. One of the shows it has produced is The Legend of Kung Fu. IT has achieved greatly both in the markets of home and abroad. It has toured to the U.S., Canada, Britain, Russia and Japan and has been cheered by a big audience everywhere.

CHC decides to put this show on for the first round of performance at the White House Theatre in Branson. Following this show, more made-in-China brand entertainment products will arrive in the States successively through this stage.

Commenting on the deal and the prospect of the CHC's show business in Branson, Anna Koelling, incoming General Manager of White House Theatre said, "It is really a good deal and I believe the CHC will bring in here different type of performances that will be loved by theatre-goers and tourists in Branson.

"As the incoming new General Manager of the White House Theatre, I will make my efforts to run the theatre with my Chinese colleagues," she said.

Having more than 50 theatres with about 70 shows daily, Branson is one of the major center for entertainment business in the United States and the White House Theatre is one of the major theatres in Branson.

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