

Viva Forever! Will Spice Up Your Life



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A musical based on the Spice Girls' journey to stardom takes over Piccadilly Theatre for six months from November

November 19, 2012, 11:06 am -- /[EPR NETWORK](#)/ -- Comedienne Jennifer Saunders and the theatrical producer behind Mumma Mia!, Judy Cramer, are bringing the Spice Girls' journey to pop stardom to life with their Viva Forever! musical.

During the nineties and the early part of the 21st century the Spice Girls were the biggest girl group on the planet. They took the world by storm with their catchy hits, unique and individual personas and their in-your-face outfits. It may be 16 years since the Spice Girls were first catapulted onto TV screens and their music was blasted out of radios and CD players, but their fan base is still strong so there will be plenty of demand for tickets to Viva Forever!

Viva Forever! is a comical tale woven around fame, fortune and friendship using the Spice Girls' most popular hits. It looks at all aspects of fame, including the downsides of suddenly being plunged into the limelight, as well as delving into the expanding world of celebrity and humanity's obsession with it. The show runs from 27 November 2012 until 1 June 2013 and tickets are priced between £20 and £67.50.

To really enjoy the show and spend some time in the capital, LondonTown.com – the number one Internet site for London – is advising Spice Girls fans to book overnight accommodation in London. To make this a more affordable option, it has discounted a range

of [hotels in London](#) bringing prices down at some of the city's best hotels by more than 50%.

For example, the truly spectacular [Le Meridien Piccadilly](#), a five-star property that is befitting of any Spice Girl, has had its room rates slashed by 55%. Although still at the higher end of the budget spectrum, this luxurious property is now available from £249 per room, per night. With a discount of this size, it's worth splashing out.

More modest budgets aren't forgotten; in fact you can now get a five-star hotel at a four-star price thanks to these exclusive LondonTown.com reductions. The five-star [Sanctum Soho Hotel](#), a plush rock-star meets pop-star hotel, is now available from £163 per room, per night owing to a 28% discount.

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