



Entertainment and Leisure Industry Veteran Steve Donnelly Tapped to Lead RWS Entertainment Group's London Office

With a broad range of creative, operations and development experience, Donnelly will expand RWS Entertainment Group's turn-key operations throughout Europe, the Middle East and Asia

NEW YORK and LONDON – September 23, 2021 – RWS Entertainment Group, the world's largest full-service live entertainment production company, proudly announces the appointment of leisure industry veteran Steve Donnelly to the role of Director, EMEA and head of the firm's European headquarters. Opened in March 2020, the London headquarters of RWS provides a European base for the company's growing international presence.

For more than 15 years, Steve has thrilled audiences and employers delivering live entertainment and experiences for resorts, theaters, cruise lines and theme parks. Steve has led overall concept development, planning, artistic delivery and operational implementation for leisure organizations including TUI, Karisma Resorts, Bourne Leisure, Sri Lankan Airlines, Away Resorts and Historic England.

"Bringing on Steve Donnelly to head our EMEA operations provides the executive leadership needed to continue our international growth," said RWS Entertainment Group CEO Ryan Stana. "His experience across all phases of production, from concept to curtain, as well as his P&L and capital expansion expertise, provide a strong foundation for our team of designers, production managers, technicians and performers."

In his new role with RWS, Steve will oversee the development and expansion of experiential operations, raising the guest experience through all touchpoints in the theme park, cruise, and attractions industry.

"For more than two decades Steve has been an innovative, creative leader in the UK leisure landscape," added Ryan. "As the largest global provider of entertainment experiences, RWS is thrilled to welcome him to our team of mold breakers."

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EDITOR'S NOTE: Images available upon request.

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About RWS Entertainment Group:

RWS Entertainment Group is a global, Emmy award-winning entertainment company with headquarters in New York City and London. Together with its subsidiaries, RWS creates custom entertainment, live events and branded experiences providing over 400 live productions each year. RWS is the leading provider of live entertainment for the hospitality, leisure, cruise, attractions, municipality, theatrical and corporate industries.



Founded in 2003, RWS operates the largest live production facility in New York City which includes 56,000 square feet of office space, a rehearsal studio complex and performer housing. RWS properties

include a Theatrical and Ticketed Experiences division; Binder Casting serving the stage, film and commercial markets; the innovative RWS Fun Crew (a response to the diminished leisure and attractions staffing crisis, uniting performers and operational workers); RWS Products and RWS Leased Experiences.

RWS has delivered ground-breaking productions and custom brand experiences for top resorts, cruise lines, theme parks and corporate events for an impressive roster of clients that includes Warner Bros., Apple, Disney, CBS, NBCUniversal, *O, the Oprah Magazine*, Vera Wang, Prada, Holland America Line, Disney Cruise Lines, Azamara, MSC Cruises, Virgin Voyages, Hard Rock Resorts, Iberostar Resorts & Hotels, Six Flags, Hershey Entertainment and Resorts, Cedar Fair Entertainment Company, The Denver Zoo and many more.

For more information about RWS Entertainment Group, please follow RWS on [Facebook](#), [Instagram](#), and [LinkedIn](#).