

I'LL BE THERE

THE MUSICAL

Based on the memoir by Duke Fakir, last surviving original member of The Four Tops

No venue. No director. No cast. Still the lead story in Page Six — and the press kept coming for more than a year.

7

waves of national press

4

Associated Press stories in under a year

1

NY Post / Page Six lead story to kick it off



Four Tops' surviving member 'Duke' Fakir highlights the band's rise to the top in upcoming memoir

AP / USA Today video interview announcing the memoir, March 2022

THE COVERAGE

NEW YORK POST

Four Tops member Duke Fakir working on Broadway musical about the band

May 31, 2021 • Lead story, Page Six

Detroit Free Press

Four Tops musical 'I'll Be There' will premiere in Detroit ahead of Broadway run

Oct 2021 • Detroit-first announcement

The Detroit News

Love affair ignites Four Tops musical. 'I'll Be There'

Nov 2021 • Detroit News feature



Duke Fakir, the last original member of The Four Tops, shares Broadway musical plans

WXYZ • 4-minute feature interview

THE INSIGHT

Go local first.

Skipping London and Broadway, the team revealed the plan in Detroit, Duke's hometown. The Free Press, Fox 2 and The Detroit News followed within weeks, then AP and USA Today.

ALSO FEATURED IN



THE WALL STREET JOURNAL.

Plus LIFE Magazine, NPR's 1A, and more!



These guys really know how to attack!

The late Duke Fakir, about Cricket Public Relations' efforts to secure press coverage