

CaixaBank renews its commitment to the Soho CaixaBank Theatre and Antonio Banderas for the next three years

The financial institution will continue to be a strategic partner for the theatre on the Calle Córdoba

The Malaga-born actor, director, producer, and businessman will also continue to be an ambassador for the CaixaBank brand through its CultureXperience programme

The CaixaBank star will remain connected to the Soho Theatre and Antonio Banderas for the next three years. This news was announced by Soho Theatre's chairman, Antonio Banderas, and CaixaBank's Head of Territory in Andalusia, Juan Ignacio Zafra, at a briefing under the slogan 'The star of Soho', where some of the terms of the renewal agreement negotiated over the past few weeks were shared.

Antonio Banderas said: "We are proud that CaixaBank has placed its trust in this cultural project from the outset and that they are still our partners on this journey after five years together, during which time the Soho CaixaBank Theatre has been consolidated as a centre of reference for the performing arts on both a national and international level."

Juan Ignacio Zafra specified that CaixaBank is excited to renew this commitment to the entire family at the Soho CaixaBank Theatre over the coming years. "Although the indisputable promoter and star of this project is Antonio, I remember how, five years ago now, when we signed our first agreement and work was still being done on the venue, the CaixaBank star was already part of this endeavor. Through the work of our employees in Malaga, in collaboration with the theatre's team, we feel we are an important part of this extraordinary adventure, which has made our city a point of reference for the performing arts."

Both Banderas and Zafra agreed that the results from the first five years of the relationship between the Soho Theatre and CaixaBank have been positive. During this time, the theatre has become a production unit with four shows under its belt and soon to be five, with the addition of the musical [*Tocando nuestra canción*](#).

More than 100 companies have passed through the theatre, attracting 300,000 spectators, in addition to the 192,199 that have seen its productions on tour.

Many of the audience are customers of CaixaBank that have participated in its 'Xperience CaixaBank' programme, through which they can enjoy unique experiences with promotions, draws and special discounts at musical, cultural, gastronomic, and sporting events that CaixaBank runs or has collaboration agreements with. The bank has agreements through which it promotes the country's cultural offer at top theatres, including the Soho CaixaBank Theatre.

Through **CultureXperience**, it also collaborates on events that support culture, such as the Goya Awards, the Carmen Awards for Andalusian Films and the Taífa Awards presented by the Academy of Performing Arts of Spain. Cultural arts ambassador, **Antonio Banderas**, collaborates with the bank to raise awareness of these projects and will continue to do so for the next three years.