

PHRINUSOMYIS Begins International Sports Theater Rollout in West Africa on July 24

PHRINUSOMYIS entertainment format blending cinematic production and live performance debuts July 24, 2026.



PHRINUSOMYIS

Kingsbury, New York May 22, 2026 ([IssueWire.com](https://www.IssueWire.com)) - PHRINUSOMYIS CONFIRMS GLOBAL OPERATIONS AND SPORTS THEATER STADIUM PRODUCTION IN WEST AFRICA

PHRINUSOMYIS confirms July 24, 2026, as the execution date for its international stadium production in West Africa. The event marks the rollout of the Sports Theater format in the region and introduces a new approach to live stadium entertainment.

PHRINUSOMYIS defines Sports Theater as a stadium production format that brings together elite athletic performance, large-scale cinematic staging, live music, and advanced visual systems in a single live arena experience. The format presents live stadium competition with the scale and structure of a cinematic production for both in-person audiences and global viewers.

Global Operational Infrastructure

Operating through its headquarters in Brooklyn and regional offices in Lagos, Dubai, and Moscow, PHRINUSOMYIS coordinates international production delivery across multiple territories. The organization works with established local partners and standard corporate structures to support execution and logistics at scale.

West Africa's position as a global center for music, culture, and high-energy stadium environments makes it a key location for the Sports Theater program. The July 24 production incorporates elements of the host region directly into the event design and presentation.

The July 24 production is part of a planned multi-year rollout of Sports Theater events across several international locations. PHRINUSOMYIS is currently finalizing operational details to meet the technical requirements of the global program.

Further updates on venue selection, ticketing, and upcoming international dates will be shared through official corporate channels.

<https://phrinusomyis.com>

<https://phrinusomyis.com/press>

Media Contact

PHRINUSOMYIS

*****@phrinusomyis.com

<https://phrinusomyis.com>

Source : PHRINUSOMYIS

[See on IssueWire](#)