



**Theatre Tokens celebrate their 25th anniversary
by giving theatre goers a special treat**

Theatre Tokens, the theatre vouchers that can be exchanged for theatre tickets at over 230 theatres nationwide, are celebrating their 25th anniversary this year. As part of the festivities they have created a *Celebrating 25 Years* logo and a commemorative *Celebrating 25 Years* voucher booklet packed with special offers to help make theatre trips even more of an occasion.

The *Celebrating 25 Years* voucher booklet includes 25% off at popular restaurants such as Strada, Café Rouge and Bella Italia; 25% off The Midweek Dining Club membership; £25 off any Superbreak theatre break; 15% off your shopping at the Dress Circle store in London's Covent Garden, 5% off Theatrebreaks or the chance to win £125 of Theatre Tokens. The *Celebrating 25 Years* voucher booklet will be included in all Theatre Token orders made via www.theatretokens.com and via Tokenline until the end of September.

Theatre Tokens are available in £5, £10 and £20 denominations and can be bought online - www.theatretokens.com, by telephone - Tokenline on 0870 164 8800, or in person at participating theatres and a range of retail outlets including selected branches of WHSmith, Waterstone's, Borders and Books etc. A full list of participating theatres can be found at www.theatretokens.com.

Over the past 25 years Theatre Tokens have allowed millions of theatre goers to share and experience the magical gift of theatre with thousands of unforgettable performances.

Editor's Notes:

- The Theatre Tokens scheme is administered by the Society of London Theatre, a trade association that represents the producers, theatre owners and managers of the major commercial and grant-aided theatres in central London. It is responsible for industrial relations, legal advice, campaigning for the theatre industry together with a wide range of audience development programmes to promote theatre going including Theatre Tokens.
- The Theatre Tokens scheme was launched in 1984 as a means of encouraging theatre-going
- Any revenues or profits generated from Theatre Tokens are re-invested in theatre productions or theatre marketing campaigns
- The scheme is the only major nationwide marketing campaign in the Arts with a year-round promotional and publicity campaign

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