



**PRESS EMBARGO: Thursday 14 July 2011 00:01**

## **Kids Week celebrates record sales by extending to third week**

**Children go FREE to more than 30 top shows from 12 August – 4 September 2011**

Kids Week in the West End has got off to a flying start with 27,880 tickets sold on Tuesday 12 July when booking opened (up by 5,325 on 2010's opening day of sales).

As a result, the Society of London Theatre has extended the much-loved annual summer initiative for an extra week, meaning children can go FREE to a fantastic line-up of shows from 12 August until 4 September 2011.

During Kids Week, a child up to the age of 16 years old can experience the magic of London theatre and see an awesome selection of [shows](#) for free when they are accompanied by a full paying adult, plus two additional children can go at half price (per transaction).

The line-up of shows on offer includes more than 30 of the hottest tickets in town including *Billy Elliot The Musical*, *Legally Blonde The Musical*, *Wicked*, *Stomp*, *The 39 Steps* and *Pygmalion*.

Now in its 14th successful year, Kids Week also offers an action-packed schedule of theatrical fun with an exhilarating range of free workshops, activities and events from fun tap dancing workshops with *Lend Me a Tenor* to the chance to pitch your questions to the talented cast of *Million Dollar Quartet*.

Book for Kids Week shows and activities via [www.kidsweek.co.uk](http://www.kidsweek.co.uk) or call the Ticketmaster 24hr Kids Week hotline on 0844 248 5151 (no booking or postage fees on Kids Week tickets).

In the meantime, join the buzz on [Facebook](#) and [Twitter](#) (@kidsweek) and keep up to date on [www.kidsweek.co.uk](http://www.kidsweek.co.uk) where you can find handy information on discounts for Family & Friends Railcards and car parking, along with family-friendly restaurant and hotel deals.

– ENDS –

### **CONTACT**

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## NOTES TO EDITORS

- Images: the Kids Week Logo and high res production shots, show logos and images of children taking part in Kids Week 2010 are available on request.
- Interviews: available on request
- During Kids Week, a child up to the age of 16 years old can experience the magic of London theatre and see an awesome selection of [shows](#) for free when they are accompanied by a full paying adult, plus two additional children can go at half price (per transaction).
- Offer subject to limited availability and not applicable to tickets previously purchased.
- Children should seek parental permission before logging on to the internet.
- Booking will open on 12 July by telephone 0844 248 5151 and online at [www.kidsweek.co.uk](http://www.kidsweek.co.uk).
- The Society cannot be held responsible for shows that close during Kids Week, or activities and events that change or are cancelled due to unforeseen circumstances.
- Full information on performances, free activities, travel and accommodation, and restaurants will be available at [www.kidsweek.co.uk](http://www.kidsweek.co.uk).
- You can also be part of the Kids Week community through the [Facebook](#) fan page and on [Twitter](#) (@KidsWeek).
- Kids Week is delighted to be supported by Ticketmaster, tkts, London's West End, Mumsnet.com, Gransnet.com, Family & Friends Railcard and the Association of Train Operating Companies.
- The Society of London Theatre (SOLT) is the association which represents the producers, theatre owners and managers of the 52 major commercial and grant-aided theatres in central London. The organisation exists in order to promote theatregoing, develop audiences, and to serve, protect and promote the interests of those engaged in theatre across London, through activities including The Olivier Awards with MasterCard, **tkts** ticket booth, the Official London Theatre guide, Theatre Tokens and the annual promotions Kids Week in the West End and Get Into London Theatre.

### **SHOWS IN THE KIDS WEEK TICKET DEAL ([www.kidsweek.co.uk](http://www.kidsweek.co.uk))**

- **For under 5's:** *The Tiger Who Came To Tea*
- **For all ages 5+:** *Betty Blue Eyes, Crazy For You, Disney's The Lion King, Dreamboats and Petticoats, The Flying Karamazov Brothers, Lend Me a Tenor The Musical, Les Misérables, Love Never Dies, Mamma Mia!, The Phantom of the Opera, Potted Potter, The Railway Children, Shrek The Musical, Stomp, The 39 Steps, Thriller Live, Wicked, The Wizard of Oz.*
- **Parental Guidance:** *Billy Elliot the Musical, Blood Brothers, Chicago, Legally Blonde, Million Dollar Quartet, One Man, Two Guvnors, Pygmalion, War Horse, We Will Rock You, The Woman in Black.*
- **Adult Content 15+:** *Jersey Boys, Priscilla Queen of the Desert – The Musical.*