

WORLD FAMOUS TKTS THEATRE TICKET BOOTH OFFERS NEW SERVICES

From today the world-famous tkts ticket booth in Leicester Square will be offering theatregoers the opportunity to buy their theatre tickets up to 7 days in advance of the performance at discounted prices. The move means that customers can not only snap up a bargain on the day of the show itself but also buy tickets for shows up to a week in advance at discounts.

To date the booth has offered half price and discounted tickets only on the day of the show itself and advance tickets to selected shows and events at full price.

This new service is also available at the tkts ticket booth at Brent Cross shopping centre which opened in June 2008.

Paul James, Commercial Manager of the Society of London Theatre said: "We are delighted to be able to offer our customers greater flexibility and a wider range of discounts when buying their theatre tickets at tkts. It makes sense for a visitor to London to be able to buy all the theatre tickets they need for their stay in one go at tkts so that they can make the most of their visit. For time-pressed Londoners it means that they, too, can buy from us for the week ahead as well as for that day's performance, saving them time and effort, and we're offering a wider range of seat prices to suit every pocket."

The tkts ticket booths in Leicester Square and Brent Cross shopping centre are run by the Society of London Theatre, the industry body that represents London's theatres. Tkts is famous for offering half price and discounted theatre tickets every day for many of London's hit shows.

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For more information, please contact xxx or Helen Jones at the Society of London Theatre on 020 7557 6700 or email helen@solttma.co.uk.

Editors' notes:**The Society of London Theatre**

The Society of London Theatre, which operates the tkts tickets booths, is the trade association representing the producers, theatre owners and managers of the major commercial and grant-aided theatres in central London. The organisation exists in order to promote theatregoing, develop audiences, and serve, protect and promote the interests of those engaged in theatre across London. Profits from the tkts booths are used in various audience development initiatives (e.g. Kids Week in the West End).

Tkts Leicester Square

The first ticket booth opened in 1980 in Leicester Square, as the Half Price Ticket Booth. It is located on the south side of Leicester Square in the Clocktower building and is open 7 days a week. The Society of London Theatre renamed it the tkts Ticket Booth in 2001 to distinguish it from the many unofficial ticket kiosks which had sprung up in the area. It predominantly offers half price and discounted theatre tickets on the day of the show and now up to 7 days in advance. It also offers advance tickets at full price for rock, pop, sport and other events.

Tkts Brent Cross

The Society of London Theatre opened a tkts ticket booth at Brent Cross shopping centre in June 2008. It is located on the upper level next to the Brent Cross information desk close to Marks and Spencer. It also offers half price and discounted theatre tickets on the day of the show and discounts up to 7 days in advance as well as tickets for rock, pop, sport and other events.

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