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Kids Week in the West End Booking opens on 13 July 2010

Free activities and tickets to top London shows from 13 - 27 August 2010

On Tuesday 13 July 2010, booking opens for the much-loved annual summer initiative, Kids Week in the West End, when children can go FREE to the best shows in town. Now in its 13th successful year, Kids Week offers an action packed fortnight of theatrical fun from 13 - 27 August 2010 with an exhilarating range of free workshops, activities and events in addition to free tickets.

The ticket deal is simple - one child (aged between 5 and 16) will be able to go absolutely free to any participating show when accompanied by a full paying adult, and a maximum of another two children can go half price.

Kids Week, established by the Society of London Theatre, gives all children the chance to participate in a variety of free activities and workshops designed to engage and inspire the next generation of theatre lovers. Children can peek backstage, learn to dance, sing with the cast and tread the boards, or enjoy exclusive post-show Q&As with the stars they have just seen on stage!

Ali Bastian, who is performing in *Burn The Floor* at the Shaftesbury Theatre from 21 July, said: "It's important for children to have the opportunity to get into theatre from an early age because it's just a fantastic experience. It's really good for learning how to work with other people, improving social skills, it's very collaborative and definitely a great opportunity to build confidence and of course just to have some fun!"

Emma De Souza, Development Manager at the Society of London Theatre and the brains behind **Kids Week**, who last year won the Visit London People's Choice London Hero Award, in association with Magic FM, said: "Whatever your taste, **Kids Week** guarantees a brilliant experience for the whole family during the summer holidays and we are delighted that this year there is a stunning line-up of more than 30 hit shows. **Kids Week** encourages you to be adventurous and perhaps go and see something a little bit different to your usual choices. Tickets for popular shows do go fast, so make sure you book early and keep checking the website for all the latest availability."

Booking opens for Kids Week on 13 July via the ticket hotline **0844 248 5151** and the website www.kidsweek.co.uk.

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NOTES TO EDITORS

- A wide selection of show production shots and logos, as well as images of children participating in Kids Week activities, is available on request.
- Kids Week in the West End is organised by the Society of London Theatre (www.solt.co.uk). It provides a free ticket for one child aged between 5 and 16 when accompanied by a full paying adult. Up to two additional children's tickets can be purchased at half price. Most West End shows which are suitable for children, are participating. Offer subject to limited availability and not applicable to tickets previously purchased. Further information on how to book can be found [here](#).
- Full information on performances, free activities, travel and accommodation, and restaurants will be available at www.kidsweek.co.uk. Children should seek parental permission before logging on to the internet.
- The Kids Week booking line (0844 248 5151) opens 13 July 2010.
- You can also follow the latest Kids Week developments and be part of the Kids Week community by signing up to our fan page on [Facebook](#) and following us on [Twitter](#) (@KidsWeek).