



Theatre Tokens Celebrate 25 Years of Theatre

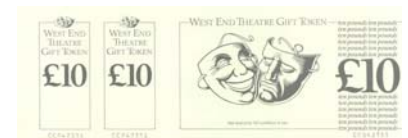
Theatre Tokens, the theatre gift vouchers that can be exchanged for theatre tickets nationwide, are celebrating their 25th anniversary this year. That's 25 years of treating people to hundreds of award-winning productions and musicals and seeing some of theatre's best-loved actors and actresses take to the stage.

Back in 1984 when Theatre Tokens started the average ticket price to see a show in the West End was just £8.39, theatre audiences had more of a male bias than today, Andrew Lloyd Webber premiered *Starlight Express* and Maureen Lipman, Ian McKellan and Vanessa Redgrave all won Laurence Olivier Awards. The last 25 years have seen some spectacular and long-running shows grace the stage - *Cats*, *Les Miserables* and *The Mousetrap* to name but a few - and fantastic performances by prolific actors including Michael Gambon, Dame Judi Dench, Glenda Jackson and Peter O'Toole.



1984

25 years ago Theatre Tokens just covered London theatres but today they can be used at over 230 theatres nationwide. They've taken many shapes and sizes over the years evolving from a raffle ticket style voucher into the colourful theatrical vouchers you see today. The one constant over the 25 years is that Theatre Tokens remain a favourite gift – a treat for someone special.



1980s



To celebrate their anniversary, Theatre Tokens 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, which means there's now even more reason to go to the theatre.

What's Was On ... 25 Years Ago

Theatre	Oliver, Starlight Express
Film	Ghostbusters, Gremlins
Music	Frankie said ' <i>Relax</i> ', Lionel Richie said ' <i>Hello</i> ', the Band Aid single went to number one and Michael Jackson's <i>Thriller</i> album won 8 Grammy Awards.
Fashion	Slogan Tshirts, rollerskates, Filofax
Gadgets	Launch of the Apple Mac computer
Births	Gareth Gates (currently appearing in Joseph) Kelly Osbourne (past cast member of Chicago)
Events	Torvill and Dean win Olympic Gold with Bolero Andrew Lloyd Webber got married to Sarah Brightman



Ends

20.04.09

Editor's Notes:

- Theatre Tokens are 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.
- Theatre Tokens were 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
- 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.

**For further information please contact Sara Milne or Sarah Burns
Theatre Tokens Press Office at Clareville Communications
315-317 New Kings Road, London, SW6 4RF
T: 020 7736 4022 F: 020 7736 3504 E: sarahburns@clareville.co.uk**