



## Give the Magical Gift of Theatre this Christmas

Looking for a Christmas gift with a difference and stuck for ideas? Theatre Tokens has just launched an exclusive diary gift pack especially for the festive season, making the perfect present for theatre-lovers - a treat as well as an unusual gift for your friends and family.

This limited edition gift pack includes Theatre Tokens that can be used to see a show at over 230 theatres nationwide, a £10 voucher towards a theatre break as well as a stylish 2010 pocket diary. So they can choose from hundreds of plays, musicals, shows or pantomimes for a night out at the theatre and have a practical diary with a map and a listing of theatres in the UK where they can see a show using their Theatre Tokens. .



Gift packs are priced at £35.99 (with £30 of Theatre Tokens) or £55.99 (with £50 of Theatre Tokens) plus the diary and theatre breaks voucher and can be ordered online at [www.theatretokens.com](http://www.theatretokens.com) or by phone on Tokenline (0870 164 8800)

Theatrically themed greetings cards can be ordered with the gift packs from a range that has been exclusively designed for Theatre Tokens. Each card uses imagery that captures different aspects of theatre from a chorus line to a Christmas ballet scene and can be personalised with your own message.



Ends

Sept 2009

Editor's Notes:

- Theatre Tokens is run 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](http://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](http://www.theatretokens.com).

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