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IT'S NOT *JUST* A BIG SONG AND DANCE AT KIDS WEEK 2006

18 August – 1 September 2006

Can you recall your first memory of the theatre? It's not just the singing and dancing that makes the theatre so unique and unforgettable, it's the complete experience - taking a trip to the West End, family and friends sharing the excitement, a packed theatre, and the buzz of a live performance. Kids Week will be sharing a whole host of magical experiences with you and your children this summer - making the West End theatre more accessible and affordable with free tickets, exclusive activities, events and workshops and much more.

Kids Week is back for its ninth year and will run over a fortnight between 18 August and 1 September 2006. One child (aged between 5 and 16) can go free to any participating show when accompanied by a full paying adult, and another two children can go for half price. There will be a fantastic line up of shows participating this year including Babe, The Sheep-Pig, Chicago, Les Misérables, Guys and Dolls, Blood Brothers and Mary Poppins.

Jon Lee, former band member of S-Club Seven, star of Les Misérables and Kids Week Ambassador says; "I can vividly remember the first time I went to the theatre because I was lucky enough to be in the show! Cameron Mackintosh's "Oliver!" at the London Palladium. It completely hooked me and I am so excited to be performing once again in the West End in Les Misérables. Kids Week is a brilliant idea. It allows children to get in to some amazing shows, for absolutely nothing. Plus there are loads of fantastic theatre-based activities to enjoy as well. It's never too early to get involved, so book your tickets, and enjoy an experience you'll never forget."

Antony Costa, former 'Blue' member, star of Blood Brothers, and a Kids Week Ambassador says, "I'm really proud to be an ambassador for Kids Week 2006. It's great to be involved with an initiative that provides all children across the UK with the opportunity to discover the excitement of the theatre. Young people will be able to perform with West End professionals, whatever their level of experience, gain an insight into behind the scenes of West End theatre and much, much more. Plus it's free for the kids - I wish Kids Week existed when I was younger!"

Kids can not only learn and perform famous show-stopping numbers but also get involved in set designing, script writing, costume workshops and find out about what it takes to put on a West End show. Whatever their talent, Kids Week offers activities and workshops that are guaranteed to engage, excite and inspire our next generation as well as develop skills and interests with the help of experts and professionals. So whether your kids aspire to be the next Billy Elliot or Lloyd-Webber, or whether they want to just enjoy a great show, Kids Week has something for everyone.

For the first time Kids Week has commissioned a special programme for the under 5s. *Mini Musicals goes Wild* will be led by Nicole Worrica (ex-Oily Cart) at the Theatre Museum, Covent Garden. Parents and children are greeted by Cheeky the Monkey and Griatora the Storyteller who will lead them through multi-sensory workshops with a rainforest / jungle theme and a background of African beats. Children will experience a range of wild and wonderful activities that explore animal movements and the rhythms of Africa. Sessions are suitable for the 4 months to 2 year olds, and 2 to 4 year old age groups.

Kids can get involved with Kids Week early by applying to audition at a dance event being held at the Theatre Museum on 22 July. 100 kids will be taught a routine from a smash hit musical and the 25 with the most enthusiasm and pizzazz will be offered the fantastic opportunity to perform on stage at the Kids Week launch event.

For more information on all these opportunities, just log on to www.kidsweek.co.uk and subscribe to the free fortnightly Family Bulletin, or call the Kids Week hotline on 0870 400 0800. Booking lines for shows and events open at the end of July 2006. There will be free kids travel and accommodation courtesy of Superbreak for families throughout the UK, plus free kids meals on offer at great family restaurants.

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Notes to Editors

1. Kids Week in the West End is organised by The Society of London Theatre and provides a free ticket for one child aged 16 or under 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.
2. Full information on performances, free activities, travel and accommodation, and restaurants will be available at www.kidsweek.co.uk or call 0870 400 0800 (24hrs) for a free Kids Week brochure.
3. Booking lines opens 25 July 2006.
4. Superbreak offers superb family accommodation at top 4-star London hotels. Each room can accommodate 2 adults and up to 2 children under 16. Many hotels have pools and all are within easy reach of London's top shows.
5. For further details on travel and accommodation, call Superbreak on 0870 043 7633. Quote 'Kids Week' when booking to save an extra 10% on the full package price. Lines for Superbreak are open from 8am to 11pm every day.
6. To book Mini Musicals goes Wild workshops, call the Theatre Museum on 020 7943 4751/4750. Box office opens Tuesday-Sunday 10am-5.30pm.

For further information, please contact:

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