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ATTENTION! KIDS WEEK IN THE WEST END IS BACK AND CELEBRATING ITS 10th BIRTHDAY

"Over the years my children have been able to see a variety of top London shows, which we just could not afford to do without Kids Week."

(The White Family, Herts)

To mark its 10th year in the West End – Kids Week 2007 is planning a fantastic fortnight of shows, activities and free events to ensure that this year is the biggest and best yet. Launching on the 17 August and running until 31 August 2007, Kids Week 2007 (www.kidsweek.co.uk) will offer children between the ages of 5-16 the opportunity to experience the excitement and magic of London's Theatreland for FREE!

Since its conception this much-loved annual theatre initiative has:

- Enabled over 140,000 families to experience London's West End for less – the equivalent of filling the London Palladium 61 times!
- Given 20,000 children the opportunity to take part in one of Kids Weeks' unique activities from singing along with the cast of the Lion King to shimmying with Chicago and stage fighting at the Open Air Theatre.
- Encouraged 92% of participants to go to the theatre more often (Kids Week survey 2005).

One of Europe's most successful children's brands of the last decade, **Buckle My Shoe**, is the proud sponsor of Kids Week in its tenth anniversary year. The brand has long been a favourite for providing footwear for special occasions, and so it is a fitting partnership to support this unique opportunity for families to enjoy the best of London theatre.

Kids Week will step into action with a stunning line up of shows suitable for all the family. And 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 another two children can go for half price. The under 5s can also get in on the act, with an exclusive programme of shows and activities to suit even the youngest drama queen! Plus there will be free kids travel and accommodation for families throughout the UK courtesy of Superbreak, and free kids meals on offer at great family restaurants.

Booking for Kids Week 2007 will open in July. Log on to www.kidsweek.co.uk to register for a free Kids Week leaflet and keep up-to-date with all the latest Kids Week news and 10th Birthday celebrations.

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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 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.
2. Full information on performances, free activities, travel and accommodation, and restaurants will be available at www.kidsweek.co.uk
3. 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.
4. Children should seek parental permission before logging on to the internet.
5. Booking lines open in July 2007.
6. There are no booking fees on Kids Week tickets.
7. If you do not have access to the Kids Week website call the general information line to register for a Kids Week leaflet on: 0870 900 8488.

About Buckle My Shoe

One of Europe's most successful children's brands of the last decade, Buckle My Shoe is being re-launched in the autumn of 2007 with a completely new range of over 40 styles for tots to pre-teens. This follows the acquisition of the brand in June 2006 by the major children's footwear specialist William Lamb Footwear. The link with Kids Week marks the start of their campaign to revitalise the brand and Buckle My Shoe stockists across the UK will be involved in promoting Kids Week in their outlets.

For more details please visit www.bucklemyshoe.co.uk.

For further information, please contact:

Susanna Underwood / Louise Drabwell

Rare Communications

T: 020 7483 2500

susanna@rarecommunications.co.uk / louise@rarecommunications.co.uk