



Press Release: 7 December 2010

## Get Into London Theatre – booking opens 7 December

Enjoy Big Shows at Small Prices from 1 January to 18 February 2011

The 10<sup>th</sup> **Get Into London Theatre** has kicked off offering unbelievable ticket deals to more than 55 top London shows for performances from **1 January to 18 February 2011**.

**The Mayor of London, Boris Johnson** said: “Hats off to the Society of London Theatre. As well as the packed onstage line up, they've added an exciting programme of activities and events. Get Into London Theatre means you can bag a bargain at a time when people are watching their pennies and is a delightful fillip for the chilly first months of the year. It's a fabulous opportunity to discover why our theatre industry is the envy of the world.”

Experience the magic of London theatre with **tickets at £10, £15, £25 and £35** for a wide choice of musicals, plays, opera, dance and entertainment from *Jersey Boys*, *Wicked* and *Clybourne Park* to *The Snowman*, *La Bohème* and English National Ballet's *Romeo And Juliet*.

For the first time ever, the Society of London Theatre has devised a unique programme of exclusive **Get Into London Theatre show and activity packages** – see your favourite show, then take part in a special workshop or meet the talent behind London's hottest productions.

**Brand new opportunities for 2011** include the chance to learn a dance routine from *Mamma Mia!* with the Dance Captain Tim Stanley; join the cast of *The 39 Steps* to find out how they stage the chase on *The Flying Scotsman*; rock with the cast of *We Will Rock You* in an exclusive singing workshop; peek behind the scenes of *A Flea In Her Ear* at the iconic Old Vic theatre; learn the moves of legendary choreographer Bob Fosse with a cast member from *Chicago*; and put your questions to the cast of the international hit show *Stomp*.

The Society of London Theatre is also offering for 2011 two new walking tours which uncover Theatreland's hidden secrets, at a special rate for Get Into London Theatre bookers.

**Book on the Get Into London Theatre website [www.getintolondontheatre.co.uk](http://www.getintolondontheatre.co.uk) and via the Ticket Hotline: 0871 230 1548.** Catch up with the latest news on this year's top line-up of shows and exclusive activities on the website, along with Facebook ([www.facebook.com/getintolondontheatre](http://www.facebook.com/getintolondontheatre)) and Twitter ([www.twitter.com/giltoffers](http://www.twitter.com/giltoffers)).

– ENDS –

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**NOTES TO EDITORS**

- A press launch will be held for Get Into London Theatre at the Royal Festival Hall on 4 January 2011. Details to follow.
- **Latest update: as of 16 December 2010, 58 shows** are offering discounted tickets to Get Into London Theatre with the latest shows listed on our website: [www.getintolondontheatre.co.uk](http://www.getintolondontheatre.co.uk). The website is kept updated with the latest information, and you can follow Get Into London Theatre on Twitter ([@giltoffers](https://twitter.com/giltoffers)) and Facebook ([www.facebook.com/getintolondontheatre](http://www.facebook.com/getintolondontheatre)).
- Production shots and logos available on request.
- Get Into London Theatre is organised by the Society of London Theatre and provides discounted tickets at £10, £15, £25 and £35 for a range of London theatre shows and exclusive theatrical activities.
- Activities are open to Get Into London Theatre ticket holders for the same day's performance.
- All offers are subject to availability for specific performances (especially at weekends). Shows on offer may change throughout the promotion – visit [www.getintolondontheatre.co.uk](http://www.getintolondontheatre.co.uk) for all the latest offers and availability.
- The offer does not apply to tickets already booked and cannot be used with any other offer. Maximum 8 tickets per booking.
- The Society of London Theatre is the trade association which represents the producers, theatre owners and managers of the 52 major commercial and grant-aided theatres in central London. The organisation exists in order to promote theatregoing, develop audiences, and to serve, protect and promote the interests of those engaged in theatre across London, through activities including The Laurence Olivier Awards, tkts ticket booth, the Official London Theatre guide, Theatre tokens and the annual promotions Kids Week in the West End and Get into London Theatre. Visit [www.solt.co.uk](http://www.solt.co.uk) for further information.
- The 35<sup>th</sup> Laurence Olivier Awards will take place at the Theatre Royal Drury Lane on Sunday 13 March 2011 with extensive coverage on BBC News.