



10TH GET INTO LONDON THEATRE LAUNCHES ON 4 JANUARY 2011 WITH A FUN-PACKED AFTERNOON OF FREE ENTERTAINMENT

To launch **Get into London Theatre 2011**, award-winning West End performer and finalist of BBC TV talent show 'Any Dream Will Do', **Daniel Boys** will be hosting a **free afternoon of theatrical fun from 2.00-5.00pm** on **Tuesday 4 January 2011** at the **Royal Festival Hall**.

The **Jersey Boys** will sing some of the unforgettable songs from their smash-hit show before hot footing it back to the Prince Edward Theatre for their matinée performance; **Dance Captain Tim Stanley** and the cast will be teaching the finale of the international phenomenon that is **Mamma Mia!**; there will be a chance to sing along to everyone's favourite West End show tunes; the extraordinary cast of **Stomp**, now celebrating 8 years at the Ambassadors Theatre, will lead a workshop on body percussion; and **Resident Director Dominic Shaw** and the cast of **Legally Blonde** - currently wowing audiences at the Savoy Theatre – will give a unique 'jump rope' demo.

There will be special performances by the spectacular **Priscilla Queen of the Desert**, the perfect antidote to the winter blues on stage at the Palace Theatre, the brilliant cast of **The Fitzrovia Radio Hour**, opening on 11 January at the Trafalgar Studios, will transport you back to the 1940's, and **Potted Panto**, currently playing at the Vaudeville Theatre, will give everyone a giggle.

Get into London Theatre offers unbelievable ticket deals to over **60 London shows until 18 February 2011**. Tickets are priced from as little as £10 for a wide choice of musicals, plays, opera, dance and entertainment from *Billy Elliot – The Musical* and *The Woman in Black* to *The Snowman*, *La Bohème* at the Soho Theatre and English National Ballet's *Romeo And Juliet*, and for the first time ever, there are 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.

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."

For more information about Get Into London Theatre visit www.getintolondontheatre.co.uk or ring the **Ticket Hotline: 0871 230 1548**.

– ENDS –

LISTINGS

Event: To celebrate the launch of 'Get Into London Theatre', a free afternoon of theatrical fun hosted by Daniel Boys. Special performances from West End shows, and the chance to learn some of the unforgettable song and dance routines for yourself.

Date: Tuesday 4 January 2011

Time: 14:00-17:00

Cost: Free; tickets not required

Location: Royal Festival Hall, Southbank Centre, Belvedere Road, London, SE1 8XX

Transport: Venue is a short walk from Covent Garden and Westminster and minutes from the Waterloo, Charing Cross and Embankment London Underground and British Rail stations.

Information about Get Into London Theatre: www.getintolondontheatre.co.uk / 0871 230 1548

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NOTES TO EDITORS

- **Latest update: as of 4 January 2011, over 60 shows are offering discounted tickets** to Get Into London Theatre with the latest shows listed on our website: 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).
- 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 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, tickets 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 for further information.
- The 35th Laurence Olivier Awards will take place at the Theatre Royal Drury Lane on Sunday 13 March 2011 with extensive coverage on BBC News.