



For immediate release: 15 April 2010

## **WELCOME BACK KIDS WEEK IN THE WEST END!**

**Kids go FREE to top London shows from 13 - 27 August 2010**

There's no business like show business and the biggest deal of all for families this summer is the much-loved and eagerly awaited annual initiative - Kids Week in the West End! Now in its 13<sup>th</sup> year, Kids Week offers children aged 5-16 the opportunity to experience the magic of London theatre for FREE! From 13 to 27 August 2010, head to London's West End for a fortnight of theatre fun.

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. Whatever your taste, Kids Week guarantees a fantastic theatre experience for all the family with a whole host of participating shows including *The Woman in Black*, *Oliver!*, *Wicked*, *Sister Act*, *Legally Blonde* and *MAMMA MIA!* plus many more.

The Kids Week fun doesn't stop there as children also have the unique chance to take part in a range of free activities and workshops designed to engage and inspire the next generation of theatre lovers. Whatever your interests and talents, there's something for everyone as activities range from the opportunity to learn show-stopping numbers, meet the cast and crew at question and answer sessions and go behind the scenes and discover the backstage secrets of your favourite show.

So don't miss out, log on now to [www.kidsweek.co.uk](http://www.kidsweek.co.uk) and sign up to the Family Bulletin to be the first to find out all the latest Kids Week news including when the booking lines go live and the unveiling of this year's exciting line up of shows and exclusive activities.

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### **For further information:**

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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](http://www.kidsweek.co.uk).
3. Children should seek parental permission before logging on to the internet.
4. Booking lines open mid July 2010.
5. You can also follow the latest Kids Week developments and be part of the Kids Week community by signing up to our fan page on [Facebook](#) and following us on [Twitter](#).