



PRESS EMBARGO until **00:01 27 July 2010**

Kids Week extends to third week due to phenomenal demand

Children now go FREE to the best shows in town from 13 August – 3 September 2010

Due to unprecedented demand, the much-loved annual summer initiative, Kids Week in the West End, when children can go FREE to the best shows in town, has been extended to run for a whole three weeks for the first time ever!

With **Kids Week** 2010 enjoying record breaking sales of more than 40,000 tickets since booking opened on 13 July, many of London's theatre producers have kindly offered more tickets for the final week of the summer holidays, so that families can now enjoy **Kids Week** from 13 August – 3 September.

Now in its 13th successful year, **Kids Week**, established by the Society of London Theatre, offers an action packed schedule of theatrical fun with an exhilarating range of free workshops, activities and events in addition to free tickets.

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 up to two more children can go half price.

Hundreds of children have been snapping up the chance to book for a variety of free activities and workshops designed to engage and inspire the next generation of theatre lovers and linked in with a variety of Kids Week shows including *Burn the Floor*, *Hair*, *Blood Brothers* and *The 39 Steps*. Children can peek backstage, learn to dance, sing with the cast and tread the boards, or enjoy exclusive post-show Q&As with the stars they have just seen on stage!

Tamzin Outhwaite, who is currently playing *Sweet Charity* at the Theatre Royal Haymarket, said:

"I know how you can fall in love with the excitement of theatre at an early age, I know because I did. Kids Week is the perfect summer treat and gives children an amazing opportunity to experience theatre up close, and is now three whole weeks dedicated to celebrating the best on offer – for absolutely nothing."

Emma De Souza, Development Manager at the Society of London Theatre and the brains behind Kids Week, who last year won the Visit London People's Choice London Hero Award, said: "We are thrilled that **Kids Week** is giving more children than ever before the chance to experience the magic of

live theatre. As an extra bonus we are organising a special Family Fun day for 5-10 year olds at the Unicorn Theatre on 2 September. We will be announcing details shortly at www.kidsweek.co.uk.”

Tickets for **Kids Week** shows and activities taking place from 13 – 27 August are currently on sale via the **Kids Week** Ticketmaster hotline **0844 248 5151** (24 hrs) and online at www.kidsweek.co.uk. Booking for the third week extension (28 Aug – 3 Sept) opens at 12pm on Wednesday 28 July, via the same hotline and website.

– ENDS –

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NOTES TO EDITORS

- **Booking** for the third week of **Kids Week** (28 Aug – 3 Sept) opens on Weds 28 July 2010 at 12pm (midday); booking for tickets for the first two weeks (13 – 27 August) opened on 13 July. Customers are advised to check the website regularly for updated availability of shows.
- **Images:** a wide selection of show production shots and logos, as well as images of children participating in Kids Week activities, is available on request.
- **Kids Week** in the West End is organised by the Society of London Theatre (www.solt.co.uk). It 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. Further information on how to book can be found [here](#).
- Full information on performances, free activities, travel and accommodation, and restaurants will be available at www.kidsweek.co.uk. Children should seek parental permission before logging on to the internet.
- 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](#) (@KidsWeek).
- **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.