



For Release: Friday 24 June 2011

More than 30 of London's hottest shows play their part in Kids Week this summer

Free activities and tickets to top London shows for children 12-26 August 2011

Now in its 14th year, **Kids Week in the West End** is back and planning an action-packed fortnight of theatrical fun from 12-26 August 2011.

During Kids Week, a child up to the age of 16 years old can experience the magic of London theatre and see an awesome selection of [shows](#) for free, plus two additional children can go at half price (per transaction), as long as they are accompanied by a full paying adult.

The line-up of shows on offer will include more than 30 of the hottest tickets in town from recently opened productions *Shrek The Musical*, *Betty Blue Eyes* and *Pygmalion* to long-running West End favourites *We Will Rock You*, *Mamma Mia!*, *Wicked* and *The 39 Steps*.

Children can also get involved in a fantastic range of free [activities](#), [workshops](#) and [events](#). There's something for all ages including the chance to join *The Tiger Who Came To Tea* for an under-5s fancy dress tea party, learn the Munchkinland dance with *The Wizard Of Oz*, play Quidditch with *Potted Potter's* Dan and Jeff, or head behind the scenes to explore *The Railway Children's* beautiful steam train!

Rachel Tucker, starring in *Wicked* at the Apollo Victoria Theatre, said: "Kids Week is a great children's summer holiday treat, and what an exciting range of shows and experiences there is on offer. Performers and theatre staff across London will be looking forward to welcoming Kids Week bookers through their doors again this summer, and introducing them to the magic of theatre!"

Emma De Souza, Head of Media and Marketing for the Society of London Theatre which runs Kids Week, said: "I am delighted to announce our exciting line-up. This year sees fabulous new family shows on board and of course the return of some much-loved favourites. Kids Week gives many children their first ever taste of live theatre, and it is wonderful to see them enjoy our Kids Go Free ticket deals and exclusive activities and workshops. Whether they are peeking backstage, rubbing shoulders with the stars or enjoying the magic of performing on a West End stage it is a theatrical experience they will remember forever."

Booking for all Kids Week shows and activities opens on Tuesday 12 July. To book, visit www.kidsweek.co.uk or call the Ticketmaster 24hr Kids Week hotline on 0844 248 5151 (no booking or postage fees on Kids Week tickets).

In the meantime, join the buzz on [Facebook](#) and [Twitter](#) (@kidsweek) and keep up to date on www.kidsweek.co.uk where you can find handy information on discounts for Family & Friends Railcards and car parking, along with family-friendly restaurant and hotel deals.

– ENDS –

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NOTES TO EDITORS

- **Images:** the Kids Week Logo and high res production shots, show logos and images of children taking part in Kids Week 2010 are available on request.
- During Kids Week, a child up to the age of 16 years old can experience the magic of London theatre and see an awesome selection of [shows](#) for free, plus two additional children can go at half price (per transaction), as long as they are accompanied by a full paying adult (per transaction). Offer subject to limited availability and not applicable to tickets previously purchased.
- Children should seek parental permission before logging on to the internet.
- Booking will open on 12 July by telephone 0844 248 5151 and online at www.kidsweek.co.uk.
- The Society cannot be held responsible for shows that close during Kids Week, or activities and events that change or are cancelled due to unforeseen circumstances.
- Full information on performances, free activities, travel and accommodation, and restaurants will be available at www.kidsweek.co.uk.
- You can also be part of the Kids Week community through the [Facebook](#) fan page and on [Twitter](#) (@KidsWeek).
- Kids Week is delighted to be supported by Ticketmaster, tkts, London's West End, Mumsnet.com, Gransnet.com, Family & Friends Railcard and the Association of Train Operating Companies.
- The Society of London Theatre (SOLT) is the 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 Olivier Awards with MasterCard, **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.

SHOWS IN THE KIDS WEEK TICKET DEAL (www.kidsweek.co.uk)

- **For under 5's:** *The Tiger Who Came To Tea*
- **For all ages 5+:** *Betty Blue Eyes, Crazy For You, Disney's The Lion King, Dreamboats and Petticoats, The Flying Karamazov Brothers, Lend Me a Tenor The Musical, Les Misérables, Love Never Dies, Mamma Mia!, The Phantom of the Opera, Potted Potter, The Railway Children, Shrek The Musical, Stomp, The 39 Steps, Thriller Live, Wicked, The Wizard of Oz.*
- **Parental Guidance:** *Billy Elliot the Musical, Blood Brothers, Chicago, Legally Blonde, Million Dollar Quartet, One Man, Two Guvnors, Pygmalion, War Horse, We Will Rock You, The Woman in Black.*
- **Adult Content 15+:** *Jersey Boys, Priscilla Queen of the Desert – The Musical.*