



FOR PRESS RELEASE:

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More families than ever before flock to London's theatres to enjoy Kids Week in the West End

The Society of London Theatre's (SOLT's) annual initiative **Kids Week in the West End** has achieved another record-breaking summer with **73,426 tickets sold** for the three-week event – **an increase of 7.5% on 2010's ticket sales.**

Kids Week was again extended by popular demand and ran from 12 August until 4 September 2011. The initiative encourages young people and families to get involved in theatre through its 'Kids Go Free' ticket deal and its fantastic range of more than 60 free activities, workshops and events including song and dance sessions, behind the scenes tours and 'meet and greets' with West End performers.

"Every year the popularity and success of Kids Week grows and grows and this year we have again seen a greater number of families taking advantage of this fantastic initiative", said Chris Edmonds, Managing Director, Ticketmaster UK. "Ticketmaster is proud to work with SOLT on delivering this scheme to children and young people who want to get involved with the theatre at such a young age. This year we have seen yet another record-breaking attendance from those wanting to see great West End shows and take part in the wide range of free activities on offer."

Kids Week's success coincides with an increase of family-friendly programming in London's West End. More producers are now offering additional children's shows during the day, with the theatre's regular shows in the matinee and evening slots.

Nica Burns, Vice-President of SOLT and Chief Executive of NIMAX Theatres, said: "As a producer and theatre owner, I believe that shows for the under-5s such as *Peppa Pig's Treasure Hunt*, *The Gruffalo* and *The Tiger Who Came To Tea* offer a great introduction to theatre-going, encouraging a love of theatre from an early age. I am delighted Kids Week has achieved another record-breaking year and look forward to celebrating the initiative's 15th birthday next summer."

Family entertainment is hugely popular, particularly during the traditionally busy Christmas and New Year period. SOLT advises families to book well in advance for London's theatrical winter treats which this year include *Potted Panto*, *Swallows and Amazons*, *Sooty at Christmas*, *The Snowman*, English National Ballet's *The Nutcracker* and The Unicorn Theatre's *The Snow Queen*.

For family-friendly theatre news and information, visit www.officiallondontheatre.co.uk. For further ticket offers, competitions and fun theatre conversation, follow Kids Week on Twitter (www.twitter.com/kidsweek) and become a fan on Facebook (www.facebook.com/kidsweek).

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CONTACT

Alison Duguid, Press and Communications Officer, Society of London Theatre

Email: alison@soltma.co.uk | Telephone: 020 7557 6727 | 32 Rose Street London WC2E 9ET

NOTES TO EDITORS

- Images available on request
- 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.
- Kids Week is pleased to be supported by Ticketmaster, **tkts**, London's West End, Mumsnet.com, Gransnet.com, Family & Friends Railcard and the Association of Train Operating Companies, HotelMap and Bookatable.
- **SHOWS INCLUDED IN THE KIDS WEEK TICKET DEAL (www.kidsweek.co.uk)**
The Tiger Who Came To Tea, Betty Blue Eyes, Crazy For You, Disney's The Lion King, Dreamboats and Petticoats, The Flying Karamazov Brothers, Journey's End, Lend Me A Tenor, 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, 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, Jersey Boys, Priscilla Queen of the Desert – The Musical.