



**For Release: Thursday 5 May 2011**

## **Kids Week in the West End – the hottest tickets in town this summer!**

**Kids go FREE to top London shows 12 - 26 August 2011**

London's exciting free annual children's theatre extravaganza - **Kids Week in the West End** - returns for a 14<sup>th</sup> fun-filled fortnight from 12 to 26 August 2011, when 5 to 16 year-olds can enjoy a thrilling selection of London's shows FOR FREE!

The ticket deal is simple - one child (aged between 5 and 16) can go absolutely free to any participating show when accompanied by a full paying adult, and another two children can go for half price.

The line-up of shows available will include the hottest tickets in town, from some of this year's new shows on the block to much-loved long-running favourites, with productions such as *Legally Blonde The Musical*, *The Wizard of Oz* and *The 39 Steps* taking part.

Kids Week also offers young people the chance to experience the unique buzz of theatre for themselves through a range of free workshops designed to engage and inspire the next generation of theatre lovers. Join in with an energetic West End dance or vocal workshop, explore what goes on backstage on a magical behind the scenes tour or stay behind after you have seen the show to pitch your questions to the cast!

One Kids Week attendee in 2010 said: "We have seen some fantastic shows over the years with Kids Week that would have been cost prohibitive otherwise. My children now love the theatre and we visit the West End, and our local and regional theatres too, much more as a result. Thanks and long may it continue."

Kids Week promises a brilliant theatrical treat, for the whole family to enjoy. Ticket details and activities will be announced at [www.kidsweek.co.uk](http://www.kidsweek.co.uk) throughout the summer (visit the site to sign up for the Family Bulletin e-newsletter to keep you in the know).

You can also be part of the Kids Week community through the [Facebook](#) fan page and on [Twitter](#) (@KidsWeek). Tues 12 July

**– Ends –**

### **Press contact:**

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

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

## **NOTES TO EDITORS**

- 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. Offer subject to limited availability and not applicable to tickets previously purchased.
- Full information on performances, free activities, travel and accommodation, and restaurants will be available at [www.kidsweek.co.uk](http://www.kidsweek.co.uk).
- Children should seek parental permission before logging on to the internet.
- Booking lines open mid-July 2011. The exact date will be announced in due course.
- You can also be part of the Kids Week community through the [Facebook](#) fan page and on [Twitter](#) (@KidsWeek).
- 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.