



For immediate release: 16 June 2008

KIDS WEEK IN THE WEST END IS BACK!

- **Fun-packed fortnight from 15 - 29 August 2008**
- **30 top London shows including musicals, plays and comedies**
- **Hamleys, the world famous toy shop, joins in the fun**

Kids Week in the West End is back! Running from 15-29 August 2008, Kids Week is set to stage a fortnight of theatrical entertainment for all the family with free tickets for children aged 5-16 to top London shows, exclusive activities and workshops. Log on to www.kidsweek.co.uk and sign up to the **Family Bulletin** to be the first to find out about all the latest Kids Week news. Plus *Hamleys*, the world's most famous toy shop, will be giving every Kids Week booker an exclusive money off voucher.

Kids Week will take centre stage with a stunning line up of shows including smash hit musicals, *Billy Elliot*, *Disney's The Lion King*, *The Sound of Music*, *Mamma Mia!* and *Wicked*. Other participating shows include *Dickens Unplugged*, *Stomp*, *Into the Hoods*, *Brief Encounter*, plus many more. The Kids Week experience doesn't stop there as children also have the unique opportunity to take part in a range of activities and workshops designed to excite and inspire as well as develop skills and interests. They can learn improvisation skills in a *Professor Bumm's Story Machine* workshop, Shimmy with *Chicago* or enhance their theatre experience at a range of post-show question and answer sessions.

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.

Kids Week recommends that bookers travel to London by train as there are great deals to be had with the Friends and Family Railcard and many London theatres are within easy walking distance of mainline stations. For families throughout the UK, kids can travel and stay free courtesy of Superbreak* and there are free children's meals on offer at great family restaurants.

So don't miss out, booking lines open on the 15 July 2008 but log on now to www.kidsweek.co.uk and sign up to the **Family Bulletin** to be the first to find out about all the latest Kids Week news and to receive the full list of participating shows and activities.

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.
3. * Conditions apply. For further details on travel and accommodation, call Superbreak on 0871 700 4391. Quote 'Kids Week' when booking to save an extra 10% on the full package price. Lines for Superbreak are open from 8am to 11pm every day.
4. Children should seek parental permission before logging on to the internet.
5. Booking lines open 15 July 2008.
6. There are no booking fees on Kids Week tickets.

For further information, please contact:

Gemma Fordham / Susanna Underwood
Rare Communications

T: 020 7284 5911

E: gemma@rarecommunications.co.uk / susanna@rarecommunications.co.uk