



Press Release:

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‘Don’t Miss The Real Show in 2012’

London theatre moves centre stage with superb productions and amazing offers; Mayor's Ambassadors to help promotional drive

With London busily preparing to welcome millions of tourists for the 2012 Olympic and Paralympic Games and The Queen’s Diamond Jubilee, its world-beating theatre industry has come together to promote its unrivalled line-up of productions and fantastic special offers, to visitors as well as the capital's residents, through a new campaign: ‘**Don’t Miss The Real Show in 2012**’ (www.dontmisstherealshow.com).

Mark Rubinstein, President of the Society of London Theatre (SOLT), said: “London’s theatreland enters 2012 in excellent health, with our current Get Into London Theatre promotion already taking more than £1million. However, we are conscious that the year ahead will be uniquely different and present a new set of challenges, which means it may not be an easy year for many of our members. We are working hard to deliver the campaigns, information and infrastructure required to encourage and enable millions to enjoy a night out at one of London's outstanding shows alongside the excitement of the Games and beyond.”

In a year when London will be firmly in the world’s spotlight, but when substantially different theatre-going patterns are anticipated, SOLT aims to maximise opportunities arising from extra visitors. Working with key stakeholders and partners, including The Mayor's Office, LOCOG, Transport for London, London & Partners and VisitBritain, this means ensuring Londoners and tourists are aware of the superb productions and special offers being lined up, and that a trip to the theatre is put at the top of everyone's 'to do' list for the summer.

To ensure the Don't Miss The Real Show message reaches those working at the heart of the Games, SOLT has arranged for **2,012 of the 8,000 volunteers selected for the Mayor of London's Games Ambassador Programme to be given free theatre tickets** between 16 January and 10 February. They will experience first-hand the unforgettable thrill that London theatre offers, an experience they can pass on to other potential theatregoers.

Boris Johnson, the Mayor of London, said: "London theatre is the jewel in the capital’s crown and our Ambassadors will have a key part to play in ensuring Londoners and visitors alike know what's on during a summer like no other. From the World Shakespeare Festival to feel-good musicals, and

hard-hitting plays to rip-roaring comedies, there's something for everybody. As London takes centre stage on the international map, our world-beating theatre is just the ticket, with gold medal performances every night.”

SOLT will also be running a series of events and promotions throughout 2012, to attract new audiences into the West End alongside seasoned theatre-goers. Two of its most popular annual events in the theatrical calendar will be back bigger and better than ever before with the added accolade of being part of the Cultural Olympiad's London 2012 Festival – West End LIVE and Kids Week in the West End. **West End LIVE** (www.westendlive.co.uk) which takes place in Trafalgar Square from 23 to 24 June will feature the cast of every single West End musical performing for free. **Kids Week in the West End** (www.kidsweek.co.uk) will celebrate its 15th birthday in 2012 by extending its popular 'Kids Go Free' offer to run for the whole of August.

Ruth Mackenzie, Director of the 2012 Festival, said: “2012 will offer some incredible cultural opportunities, which are simply unmissable. With more than 50 theatres offering world-class entertainment every night, London's theatreland offers a unique experience that is not to be missed. A trip to a show is a must for every visitor to the Games.”

A number of special promotions will also run throughout the year from the current **Get Into London Theatre** (www.getintolondontheatre.co.uk) including more than 55 shows and tickets from just £10 booking until 10 February 2012, to targeted early bird offers during the summer, and of course discounted tickets available daily at **tkts** (www.tkts.co.uk) in Leicester Square and Brent Cross.

Wondering what to see in the summer of 2012? Visit SOLT's Official London Theatre website to see the vast collection of shows currently on sale in **a brand new theatrical trailer**: (www.dontmisstherealshow.com) The website includes information on all shows booking through the Games, along with access information and a travel guide produced by Transport For London and the Society of London Theatre to help customers plan their journey particularly during the Games period.

Don't Miss The Real Show! – London Theatre in 2012

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NOTES TO EDITORS

- 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.

- The Mayor's army of 8,000 London Ambassadors will provide the warm welcome and offer help and advice to the millions of visitors that will travel to London in Games time. Located at one of 43 information booths across the city - including transport hubs, outside Games venues, near to City Live Sites, and tourist hot spots - they will provide much needed information on what to see and do, where to stay and how to get around the city. For more information about this and the Mayor's plans for 2012 go to <http://bit.ly/yDH34u> and www.molpresents.com.