

FOR IMMEDIATE RELEASE:**West End Theatre Holds Winter Sale****Thousands of London Theatre tickets reduced in annual promotion**

January 2010, London: The West End in London is holding its annual Winter Sale, offering thousands of tickets to Musicals and Plays at reduced prices.

London theatre website westendtheatre.com is promoting the sale, running until the end of February* and including an enormous range of shows across the whole of the West End.

CUT-PRICE TICKETS TO MUSICALS

A host of shows are included in the promotion, with ticket savings up to 50% off the face value. Shows in the sale include: **Chicago**, currently starring original cast member Ruthie Henshall; big budget and big-haired musical **Hairspray**; Elton John's Tony-award winning show **Billy Elliot**; **Les Miserables**, enjoying record box-office sales following Susan Boyle's cover of I Dreamed A Dream; **Blood Brothers** starring ex-Spice Girl Melanie C; the stage versions of hit movies **Dirty Dancing** and **Sister Act**; Broadway cult hit **Avenue Q**; blockbusting Queen musical **We Will Rock You**; and a magical stage adaptation of Terry Pratchett's **Nation** at the National Theatre.

PLAYS GOING STRONG

And it's not just musicals that are included in the sale. A raft of drama and comedy is featured, reflecting the West End's current renaissance for staging Plays. Offers include the hilarious, award-winning play **The 39 Steps**, Richard Wilson in the RSC's new production of **Twelfth Night**; a revival of the National Theatre's acclaimed **An Inspector Calls**; and Sir Ian McKellen in **Waiting for Godot** at the Haymarket Theatre Royal.

Marketing Director Paul Raven said: "This is our best year to date in terms of attracting high-profile and big-budget West End shows to join our Sale, and we hope that theatregoers in the UK and overseas will benefit from the sheer range of productions on offer, and the great reductions in ticket prices."

Visit: www.westendtheatre.com

* Shows vary in terms of offer validity dates and performances. Check website for details.

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Notes for editors:

Westendtheatre.com is one of the fastest growing theatre ticketing sites on the web, offering discounts of up to 50% on a wealth of London musicals and plays. The site also offers a range of Hotel & Theatre and Dinner & Theatre packages - including free dinners at West End restaurants for the price of tickets to a show.

The site is powered by Encore Tickets, one of the UK's largest theatre ticket wholesalers, providing significant allocations of tickets to sold-out West End shows.

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