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PRESS RELEASE

CILLA'S CINDERELLA IS THE UK'S HOTTEST SHOW

Liverpool panto has the most demand for tickets nationwide!

Forget Oliver! with Jodie Prenger and David Tennant in Hamlet. The hottest ticket in town right now is Cinderella starring national treasure Cilla Black!

According to figures from theatre ticket comparison website SeatChoice.com, there have been more searches for tickets to Cinderella at the Liverpool Empire Theatre this week than for any other show including all the top West End productions.

Robert Iles, founder of SeatChoice.com has this advice for those hoping to see the Blind Date star in every child's favourite pantomime. 'Book your seats now! Tickets are absolutely flying for this show so leave it much later and you might not go to the ball!'

Cinderella opens at the Liverpool Empire on the 11th of December and runs to the 4th of January. Cilla stars as the Fairy Godmother along side celebrities Jennifer Ellison as Cinderella and Les Dennis as Buttons.

Robert added, 'There are still tickets available from £24 but I wouldn't be surprised if this show was sold-out before the opening night. Cilla certainly seems to have cast a spell over theatre land this year!'

SeatChoice.com conducts real-time searches of theatre box offices and over 20 ticket outlets including leading ticket agents such as Ticketmaster and Keith Prowse, and secondary ticket suppliers such as Seatwave and Viagogo. Combined, SeatChoice's suppliers offer tickets to over 7600 plays, shows and concerts across the country.

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For further information please contact:

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If you would like to link to our website please use <http://www.seatchoice.com>

Notes to editors:

Robert Iles has spent a lifetime in the theatre industry and has over a dozen years experience in online ticketing systems. He is also a keen actor and playwright.