



11 February 2009

PRESS RELEASE

SNUB THE STARS AND GET BETTER THEATRE SEATS AND DISCOUNTS SeatChoice.com reveal when the stars of the West End take their holidays

Tickets to Oliver! have been selling like hot cakes. £15 million worth of seats were sold before their official opening night and despite the theatre now taking bookings until September 2009 it seems the chance of being able to book decent seats is smaller than Bill Sykes pitching up at an anger management class.

However, for theatregoers who are desperate to see the show but aren't so worried about seeing the celebrity stars in the leading roles the trick is to book seats for when the stars are on holiday.

For example, running a search for Oliver! using theatre ticket comparison site SeatChoice.com reveals that whilst there are just balcony and restricted view seats left on the 25th of March, the following night when Rowan Atkinson starts his 10 day break, there's a much bigger choice of seats including some top price premium tickets. In fact, aside from the Friday and Saturday night performances there's a wider selection of seats for every performance when Mr Atkinson is on holiday.

Robert Iles, founder of SeatChoice.com said: "Many theatregoers aren't too worried whether they see Rowan Atkinson in Oliver! or Graham Norton in La Cage Aux Folles. They go to see the show not just the celebrity star. If you're more interested in getting good seats or potentially getting a discounted ticket it's a good idea to look for dates when the stars take their holidays. Not only will you usually find a better choice of seats available, you're more likely to find discounts too."

Here is a list of when the stars of some top shows are planning to take their holidays in the next few months or are not appearing due to other commitments.

Oliver!

Rowan Atkinson (Fagin) is on holiday between the 26th of March and the 5th of April.

Jodie Prenger (Nancy) does not appear on Wednesday and Thursday evenings.

Joseph and the Amazing Technicolour Dreamcoat

Gareth Gates (Joseph) is on holiday from the 25th of May to the 3rd of June and from the 9th of July to the 11th of July.

Hairspray

Michael Ball (Edna Turnblad) does not appear on Monday evenings, and is on holiday from the 9th to the 16th of March and from the 4th to the 11th of May. He will also not be appearing on Saturday the 27th of June.

La Cage Aux Folles

Graham Norton (Albin) will not appear on March 4th, 11th, 18th and 25th or April 1st, 8th, 15th and 22nd due to other filming commitments.

-Ends-

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:

All ticket data used is from SeatChoice.com's comprehensive records of productions and ticket sales dating back to 1996

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.