

# Unique Christmas Present Idea – Put Someone Centre Stage with a Theatre Tokens Christmas Gift Box

Submitted by: MediaCo (UK) Ltd

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If you're looking for an original Christmas present idea this year, you could dazzle your friends and loved ones with the magical gift of theatre. Theatre Tokens present a limited edition Christmas gift box (<http://www.theatretokens.com/giftpacks.html>) which promises the recipient an unforgettable experience that will linger in the memory long after the festive season is over.

Retailing at £105 or £75, the gift box is a highly original Christmas present idea, containing £100 or £70 worth of Theatre Tokens, a £10 Superbreak voucher which can be used for any short break or theatre break booking, plus an exclusive leather-look pocket diary for 2009. Theatre Tokens is the national theatre gift voucher product accepted at over 230 theatres nationwide, including London's West End.

Helen Jones, Marketing Manager said: "An evening at the bright lights of the theatre is a wonderful experience to give someone – a perfect Christmas present. Theatre Tokens are now more convenient than ever before, as they're accepted at over 230 theatres throughout the country. And as our vouchers have no expiry date, your family and friends will be free to choose the perfect moment for their trip."

As well as featuring in Christmas gift boxes, Theatre Tokens are available in £5, £10, £20 and £50 denominations. These perfect gifts for theatre-goers (<http://www.theatretokens.com/giftpacks.html>) can be purchased online at [www.theatretokens.com](http://www.theatretokens.com), by calling Tokenline on 0870 164 8800, or in person at participating theatres and a range of retail outlets including selected branches of WHSmith, Waterstone's, Borders and Booksetc. Christmas gift boxes are only available through Tokenline and [www.theatretokens.com](http://www.theatretokens.com).

A full list of participating theatres can be found at [www.theatretokens.com](http://www.theatretokens.com).

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For more information, please contact:

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Information for editors:

Theatre Tokens is the UK theatre industry's only national gift voucher scheme that is administered by The Society of London Theatre on a not for profit basis. Any profits generated are reinvested in promoting UK theatre.

The scheme was created in 1984 in order to encourage UK theatre going and audience development. Currently over 230 theatres across the UK sell and accept Theatre Tokens.