

***Press Release, March 2010***

**“Curtains Up! Price Down!”**

Introducing our new exciting discount theatre tickets show: Curtains Up! Price Down!

Tune in to Ideal World this Sunday, 28th March at 5pm, as we bring you a fantastic selection of top price tickets for West End and regional theatres. Our amazing deals include:

* 'Dreamboats and Petticoats' in the West End
* 'Tommy Cooper - Jus' Like That' in Edinburgh
* 'When Harry Met Sally' in Preston

And these are only a small selection of the great tickets available. Tune in to Sky 644, Freeview 22, Freesat 812, Virgin 747 or view online at [www.idealworld.tv](http://www.idealworld.tv) at 5pm Sunday to find out more.

**Curtain Up! Price Down!** will be a fast paced, exciting theatre ticket sale with a **limited** quantity for certain nights. Once the sale starts the price will come down so you'll need to be quick on the phone to reserve the best seats in the house!

Ideal World and Create and Craft are owned by Ideal Shopping Direct plc, based in Peterborough in the UK.

To shop for yourself or the home, visit [www.idealworld.tv](http://www.idealworld.tv)

To shop for craft visit [www.createandcraft.tv](http://www.createandcraft.tv)

For more information visit [www.idealshoppingdirect.co.uk](http://www.idealshoppingdirect.co.uk)

**Ends**

For further information, please contact either Charlotte Capper or Katherine Brown at Ideal World, tel: 01733 316200 / email: Charlotte.Capper@idealshoppingdirect.co.uk or Katherine.Brown@idealshoppingdirect.co.uk.