

## **LOUGHBOROUGH BUILDING SOCIETY**

### **OH YES KIDS, YOU WILL GO TO THE PANTO! THE LOUGHBOROUGH HELPS LOCAL CHILDREN SEE THE PANTO**

More local children will be able to enjoy the magic of panto thanks to the support of a local building society.

Loughborough Building Society is sponsoring the Town Hall's production of Beauty and the Beast with a unique ticket discount scheme, available exclusively to children in primary schools which have been designated as being situated in economically deprived areas of Charnwood Borough.

Colin Bradley, deputy chief executive of the Society said that The Loughborough was delighted to be teaming up with the Town Hall for this year's fun-filled panto.

"As a traditional, grass roots building society this is another great way for us to reach into the local community," he went on to say. "The time-honoured Christmas pantomime is often the first opportunity a young person gets to experience live theatre and this scheme helps give more children the chance to enjoy it at the most exciting time of the year."

Nigel Strong, Loughborough Town Hall manager, said: "The Town Hall is delighted to be working with Loughborough Building Society to deliver this exciting initiative and we are very grateful for their support. We are so pleased that more local children can come along and take part in some traditional Christmas fun and enjoy a spectacular show."

The Society is also running a competition in its High Street branch for young people to win tickets for next year's panto.

“When any child opens our new Young Savers Plus account they have the chance to take part in our Beauty and The Beast wordsearch competition,” adds Colin.

**Photo opportunity: Fiona Wilkinson and Jodie Boyer from Loughborough Building Society will be meeting children from Shelthorpe Primary School to enjoy a performance of Beauty and The Beast at 1pm on Wednesday 2<sup>nd</sup> December at The Town Hall in Loughborough.**

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For more information please call Sarah Able at Dark Horse PR on 0115 9814421