

**BETTY BLUE EYES - ENCORE BRINGS HOME THE BACON WITH  
EXCLUSIVE TOUR OPERATOR RATES**



*Picture caption*

**Encore Tickets has got exclusive savings of up to £20 on tickets for Betty Blue Eyes, Alan Bennett's marvellously eccentric new British comedy, and they're not telling porkies!**

The travel trade rates have been negotiated at net/commissionable prices specifically for Encore's tour operator clients for Monday to Thursday evenings and Thursday matinees, booking until October 22 2011.

Said Encore managing director John Wales: "The typically British action all takes place in 1947, but there are a lot of parallels with today; Britain is suffering from a period of austerity, they have just had the coldest Winter for decades – and there is a Royal wedding in view. Sound familiar? It certainly will to lots of groups who are going to love this bright and sunny show".

Tour operators worldwide can access all net and commissionable prices on the dedicated trade website: [myencore.co.uk](http://myencore.co.uk).

Alan Bennett adapted Betty Blue Eyes from Malcolm Mowbray's hilarious film; 'A Private Function' a tale that centres around Betty, an adorable pig who is being illegally reared to ensure that the local dignitaries can celebrate the forthcoming Royal Wedding with a lavish banquet while everyone else makes do with Spam®.

There is a marvellous cast of great British actors, headed by Sarah Lancashire as Joyce, Reece Shearsmith as Gilbert, Olivier Award Winning actor Adrian Scarborough as Inspector Wormold and, of course, Betty as herself, all appearing at The Novello Theatre.

Established in 2000 Encore Tickets is the largest independent theatre agent selling over 1.5 million tickets per year – more than 1 in 8 of all tickets sold for London’s major theatres. It employs over 80 staff speaking 18 different languages, is a fully bonded ticket agent and a member of the Society of Ticket Agents and Retailers.

PICTURE CAPTION

Sign of the times. Encore Tickets John Wales (centre) flies the flag with Sarah Lancashire and Reece Shearsmith stars of Alan Bennett’s new British comedy ‘Betty Blue Eyes’ for which Encore has exclusive savings of up to £20 per ticket.

Ends.

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