

MEDIA RELEASE

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Something on Saturday rockets into the record books

SOS may stand for **Something On Saturday**, National Pharmacies and the Adelaide Festival Centre's popular children's entertainment program. However, it could also stand for Sold Out Shows!

23 performances have sold out in this year's program, which commenced on 6 May, bringing ticket sales to an all-time high of 13,500 - an increase of 1500 on last year's numbers.

In fact, demand has been so high that an extra performance of *Music Box Circus* has been scheduled for 5pm on Saturday 12 August - it is now the only performance of the season for which tickets remain.

However, every Saturday until 19 August also features FREE Kids Corner activities from 1-3pm with no bookings required - just bring the kids along and watch them create jewellery, puppets, hats, masks or musical instruments as our talented instructors show them how!

Neil Retallick, General Manager Merchandising at National Pharmacies, said, "This success ensures the continuation of an outstanding Adelaide tradition. We will continue to be committed to this wonderful program, as we believe in the importance of maintaining a healthy body along with a healthy mind, and our partnership with the Adelaide Festival Centre ensures that we can make this possible for more children and families than ever before."

Something on Saturday is now in its 29th year and, with a constantly updated and innovative program, is still the best and most affordable entertainment around for 3 to 10 year olds and their families.

Each year the program sees more than 15,000 children and their families attending performances and workshops at South Australia's heart of the performing arts.

Adelaide Festival Centre Chief Executive Officer, Douglas Gautier, said, "We are overjoyed at the success of the **Something on Saturday** program this year, as we believe all young people should have the opportunity to experience the creative arts. They are the performers, musicians, artists, critics and audience members of the future. We will continue to provide this opportunity at a price that all families can afford."

Highlights from this year's program included: *Snow White* by the Australian Classical Youth Ballet; hip hop tunes from the Casio Brothers; traditional Aboriginal dances, music and storytelling as part of Reconciliation Week; celebrating *Christmas in July* with popular entertainer Peter Combe; an eclectic mix of Asian puppets and Kids Cabaret shows as part of the Adelaide Cabaret Festival.

Some of the most popular free Kids Corner workshops included: *Tails For All Occasions*; *Junk Puppets*; *Reconciliation Jewellery*; *Pet Rocks* and *Starry Mobiles*.

Bookings for the final performance of *Music Box Circus* can be made by phoning BASS 13 12 46

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