

# Superbreak Announce Shrek The Musical



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Superbreak, the theatre break specialist, is looking forward to an exciting year of theatre. The Theatre Royal, Drury Lane is the theatre where all the news is coming from. The hit musical Oliver! will close at Drury Lane on 8 January 2011, it's been one of the real success stories of the past few years in Theatreland. It opened in January 2009 with record-breaking advance sales and has been Superbreak's top selling show for the past 2 years, taking over £6 million in package sales.

Despite the sad loss of a crowd favourite, excitement has been building about its replacement, last week it was announced that the smash Broadway hit Shrek is now coming to the West End after months of speculation. Superbreak will have show and hotel packages on sale from October with the Academy Award-winning Dreamworks favourite opening in May 2011.

Head of Theatre at Superbreak, David Thomas commented: "Having just seen Shrek in Chicago this weekend, I'm confident it's going to be a huge West End hit, anyone who loved the Dreamworks films will enjoy this all-singing, all-dancing modern-day fairy tale. It's a worthy successor to Oliver!."

Last year Superbreak sold almost 150,000 [London theatre breaks](#) packages and this mega hit movie turned West End show is expected to be one of the biggest hits of 2011. Flexibility is the key to Superbreak's success in Theatreland and ensures its ongoing popularity. Customers have the choice of over 100 Central London

hotels plus their own choice of show ticket making the packages affordable for all budgets. The ability to add rail and sightseeing to a theatre break allows Superbreak to stand out from the rest of the market in a very competitive sector.

**About**

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and hotels throughout the UK. Superbreak is part of Holiday Break plc. Based in York, England, Superbreak specialises in booking cheap weekend breaks in 2-5 star hotel accommodation throughout Britain for the leisure traveller. Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

**Superbreak:**

With 5000 plus hotel partners in worldwide locations from Aberdeen to Abu Dhabi, from London to Lourdes and with great availability and rates for [airport hotels](#), [Barcelona hotels](#), [Brighton hotels](#), various popular attractions and national and international rail partners, Superbreak can offer an outstanding depth and breadth of UK and Overseas short break products.

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