



**SHAKESPEARE'S
GLOBE**

PRESS RELEASE

WEDNESDAY 27 MARCH

GLOBE DOGS ADVENTURE TO BIGGEST WEST END SHOWS TO CELEBRATE WORLD THEATRE DAY



In **celebration of World Theatre Day** (Wednesday 27 March) a team of dogs from Shakespeare's Globe clipped on their ruffs and went on an adventure to some of London's most iconic theatres. The dogs in the tour are Bella the Red Setter, Betty the 4-month-old Border Terrier, and Heidi the Toy Poodle, each owned by Globe staff.

Theatreland lapped up these pretty pooches on their journey from **Hogwarts, to Frozen's Arendelle and the backstage savannah of The Lion King**, trying their paw at stand-up (sit-down?) at **Soho Theatre** to dancing on the **Sadler's Wells** stage.

Heidi, Bella, and Betty have brought 18.1million people to the Globe's Instagram since January. This playful and joyful content has been featured on ITV News London and the London Evening Standard, continues to bring audiences to the Globe social accounts. Overall, 38.1 million people have seen our content across Globe social platforms this year. Our TikTok has had 4.5 million views, and Instagram as 11.1 million views. The numbers continue to grow.

Members of the public squealed with delight at our ruffed-up dogs as they ran across London catching their favourite shows and meeting some other theatre dogs along the way!

1 mad-cap adventure, 3 dogs, 12 venues, 1,999,999 treats.

A huge thank you goes to the following shows and theatres for hosting our four-legged friends:

- Back to the Future The Musical
- Disney's Frozen the Musical
- Disney's The Lion King
- Harry Potter and the Cursed Child
- Lyric Hammersmith Theatre
- Royal Court
- Sadler's Wells
- Soho Theatre
- Stratford East
- The Theatre Cafe Diner
- Witness for the Prosecution at London County Hall
- And of course, our very own Shakespeare's Globe!

Our talented in-house Wardrobe team created these beautifully designed ruffs for some of our recent Globe productions. However, Heidi and Betty are simply too small, so they wear cuffs instead. Following traditional methods, these ruffs were starched and pinned, then set with a red-hot poker, and finally stitched in place on an actor's costume. No dogs were harmed in the making of this adventure!

EDITOR'S NOTES

FOR MORE INFORMATION PLEASE CONTACT:

Claudia Conway – 07966 567701 / claudia.c@shakespearesglobe.com
Alice Rickett – alice.r@shakespearesglobe.com

SHAKESPEARE'S GLOBE

#ThisWoodenO

OUR CAUSE

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

'And let us ...on your imaginary forces work' *Henry V, Prologue*

SHOP

Our online shop is bursting with clothing, bags, gifts, stationary, posters, books, homeware and more. Get 10% off your first online order when you sign up to the shop newsletter.

MEMBERSHIP

Be part of something inspiring with Membership, and enjoy a 20% discount on selected Globe productions during Priority Booking when booking three or more shows. Members also enjoy special events and discounts throughout the year as a thank you for their support.

For more information on how to become a Member, or gift a Membership, you can visit our website <https://www.shakespearesglobe.com/join-and-support/membership> or call on 020 7902 5970

Member-exclusive 20% discount when booking three or more productions during priority booking only*

*Limited availability. This offer applies to £75, £69 and £62 purchased for *Much Ado About Nothing*, *Richard III*, *Antony and Cleopatra*, *The Taming of the Shrew*, *The Comedy of*

Errors and *Princess Essex* before Thursday 8 February 2024. Discount will be applied automatically once you have logged into your membership account and eligible tickets have been added to your basket. Tickets must be purchased in the same transaction and the discount cannot be applied retrospectively. We reserve the right to end this offer at any time.

SWAN BAR & RESTAURANT

Swan Bar is open 7 days a week. Situated at the theatre on London's bustling Bankside, we serve morning coffees to evening cocktails and everything in between, including breakfast and brunch, lunch, afternoon tea, pre-theatre and a la carte dining. From craft beers, local artisan gins and creative cocktails to classic dishes, summery salads, and delightful puddings. Opening times and menus can be viewed here: swanlondon.co.uk

BACKGROUND INFORMATION

Shakespeare's Globe strives to make Shakespeare accessible for all. It is a registered charity and has operated independently since opening in 1997.

Shakespeare's Globe is a world-renowned theatre, education centre, and cultural landmark on the bank of the River Thames in London, UK. Founded by the pioneering American actor and director Sam Wanamaker, our site is home to two venues – the iconic open-air Globe Theatre (1997) and the candlelit indoor Sam Wanamaker Playhouse (2014).

Many of our productions also enjoy an extended life online through our video-on-demand service [Globe Player](#), in cinemas across the UK, and on television. We are also a major venue for visiting artists, comedy, concerts and special events, and over our twenty-five-year history have produced over 43 world premieres of new plays, several of which have gone on to enjoy success in the West End, on Broadway and beyond.

Our Education department has long been one of the most active in the UK. We offer a hugely diverse programme of workshops, public events, university courses, and community projects. Our Guided Tour is award-winning, and our visitors also enjoy our on-site and online shop.

The Globe Theatre is a unique full-scale replica of Shakespeare's original 1599 Elizabethan open-air theatre. Our indoor candle-lit Sam Wanamaker Playhouse is an archetype of an indoor Jacobean theatre.