



Press release

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Shakespeare's Schoolroom & Guildhall launches Annual Pass for Stratford-upon-Avon residents

Shakespeare's Schoolroom & Guildhall is encouraging local people to get out and about in Stratford-upon-Avon this spring with the launch of a new annual pass for CV37 residents.

From Monday 1st April 2019, visitors who live within the 'CV37' postcode will receive the pass when they purchase an entry ticket to visit Shakespeare's Schoolroom & Guildhall, allowing them to make unlimited return trips for the following twelve months for FREE. What makes the ticket extra special is that in addition to the chance to visit one of Stratford-upon-Avon's most popular attractions, pass holders will be able to bring along friends and family who will get 25% off their entry tickets.

The pass has been introduced to give local people the opportunity to immerse themselves in everything that this highly commended visitor attraction has to offer, giving them the chance to really explore the setting where young William Shakespeare was educated and the building's long standing role in civic life. With Shakespeare's birthday approaching on 23 April, this is the perfect time to visit and purchasing a ticket also supports this heritage attraction.

Shakespeare's Schoolroom & Guildhall is the place where it all began, where a bright Midlands schoolboy was educated and inspired to become the world's greatest playwright. Visitors are taken on a journey following in Shakespeare's footsteps, exploring the classroom where he was taught and learning about the education and early experiences that shaped him. Visitors are invited into his world, to have a go at some Tudor-style activities and even take part in a 'lesson' under the watchful eye of the Tudor Master. The CV37 annual pass brings with it the chance to come back and explore some of the Guildhall's hidden treasures and incredible history in more depth.

Since opening in 2016, Shakespeare's Schoolroom & Guildhall has received incredible praise from visitors, helping it to become the 2nd most highly recommended thing to do in Stratford-upon-Avon on TripAdvisor. Comments have largely focused on the interactive and engaging exhibits and the friendly and knowledgeable team of guides who conduct tours and inspire people with their colourful stories.

Lindsay Armstrong, General Manager of Shakespeare's Schoolroom & Guildhall, says, "We are really excited about the introduction of our CV37 Annual Pass. This building and the experience we offer is such an important part of the history and story of Stratford-upon-Avon and its enduring connection to the world's greatest playwright. We hope that as many local residents as possible will be able to share in this."

Shakespeare's Schoolroom & Guildhall is open daily from 11am to 5pm, with last admissions at 4:30pm. For further information visit www.shakespeareesschoolroom.org