



## The 25<sup>th</sup> Annual WhatsOnStage Awards

Sunday 9 February 2025, The London Palladium

# MEDIA PACK



## **Covered by every major news outlet, the WhatsOnStage Awards are the only UK theatre awards nominated and voted for by the public**

- ✓ Heading into its 25<sup>th</sup> year and silver anniversary, our awards are considered one of the top highlights of the theatrical calendar celebrating the very best of UK theatre.
- ✓ Once again, we have secured a world-class creative team working on the top of their game within our industry, to create an incredible evening of entertainment and celebration.
- ✓ More than ever, they exist to celebrate the resilience, ingenuity, fearlessness and passion of all the people that make theatre possible across the UK as well as our wonderful audiences whose support, attendance and belief is vital.
- ✓ Past winners and attendees have included Jodie Comer, Nicole Scherzinger, Lily Allen, Eddie Redmayne, Gary Barlow, Jake Shears, Kenneth Branagh, Jez Butterworth, Olivia Colman, Benedict Cumberbatch, Judi Dench, Noma Dumezweni, Sonia Friedman, Michael Grandage, Tom Hiddleston, Nicole Kidman, Andrew Lloyd Webber, Patti LuPone, Cameron Mackintosh, James McAvoy, Sam Mendes, Billie Piper, Daniel Radcliffe, Vanessa Redgrave, Amber Riley, Andrew Scott, Juliet Stevenson, Meera Syal, David Tennant and Aidan Turner to name but a few!

**On the night, as well as seeing the winners crowned across a range of categories, attendees will also enjoy a host of exclusive live performances from the biggest shows and stars of UK theatre!**

**Watch the full 2024 highlights video [here](#)**





## Stats + Headlines

- ✓ Our social media reached 3.4 million people on the night of the event itself and a further 23.5 million over the course of the week following the event – not to mention the unmeasurable impressions garnered by press coverage, influencers and guests at the event itself.



**Bonus ban for water bosses who break rules**

Curbs follow year of campaigning by The Times



**Clean it up**

Curbs follow year of campaigning by The Times



**CARE CRISIS DEEPENS LEAVING ELDERLY AT RISK**

Shops: Woke extremists are rife in Army

**HELLO!**

CELEBRITIES ROYALTY U.S. FASHION LIFESTYLE BEAUTY ENTERTAINMENT HAPPINESS



**Kevin Clifton makes unexpected fashion choice for special reason**

The former Strictly star attended the WhatsOnStage Awards in London

**Forget trainers, Kevin Clifton's loving ten-inch heels!** Stepping out at the WhatsOnStage Awards in London, the former Strictly star owned Sunday's red carpet – and there's a special meaning behind his outfit.



**Eddie Redmayne and Lily Allen win WhatsOnStage theatre awards**

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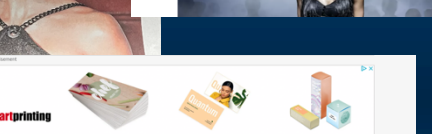
**SECRET PLOT TO UNRAVEL BREXIT**

As senior politicians and business chiefs stage summit on future links with Europe, top Tory who helped get the EU deal done warns of



**Nicole Scherzinger and Sunset Boulevard lead winners at WhatsOnStage Awards**

© 11 February



**Sunset Boulevard wins big at the WhatsOnStage awards**

Nicole Scherzinger led musical bags seven prizes at awards show voted for by theatregoers



**...as Strictly's Kevin walks tall in heels**

By Emily Clayton

**Scherzinger reveals shock at being asked to play 'older' Norma Desmond**

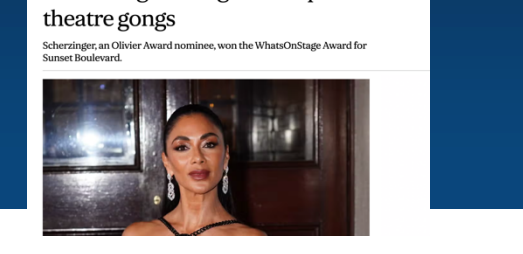
TYLER BENNETT

Nicole Scherzinger has addressed the perceived age gap between herself and the character of Norma Desmond in Sunset Boulevard, revealing she initially told director Jamie Lloyd she was too young.



**James Norton, Nicole Scherzinger and Stranger Things take top theatre gongs**

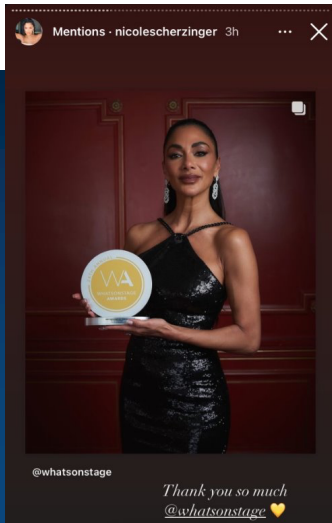
Scherzinger, an Olivier Award nominee, won the WhatsOnStage Award for Sunset Boulevard.





## Get involved! #WOSAwards

- ✓ Many performers, creatives and productions mobilise their fanbase driving even more global traffic and exposure for the WhatsOnStage Awards and for our sponsors.





## Sponsors are pivotal to the ongoing success and vitality of our Awards

- ✓ We are so grateful for all the support we receive from some of the biggest names in the industry and across so many different sectors (see below for 2024 sponsors), but all with a love and passion for the UK theatre industry.
- ✓ If you'd like to join these amazing companies, get in touch today for sponsorship details or if you'd like to work with us in a different way – we'd love to hear from you!  
[awards@whatsonstage.com](mailto:awards@whatsonstage.com)

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