

ENGLISH NATIONAL BALLET PRESENTS THE SLEEPING BEAUTY
LAUNCHES NEW UK CINEMA INITIATIVE SET TO WIDEN GEN Z AND
GEN ALPHA ACCESS TO PERFORMING ARTS ON SCREEN THIS
OCTOBER



Two for One ticket offer, exclusively offered to bookings with at least one under 25 cinemagoer, has been announced in bid to boost younger audiences for performing arts on screen

English National Ballet presents The Sleeping Beauty is in more than 100 UK cinemas from 13 October 2026

‘Youth Access Programme’ set to be ongoing initiative from Eido, a new performing arts on screen identity launched by distributor Cinematik

Today (5 October), Eido, the new performing arts on screen identity from distributor Cinematik, has announced a **new Youth Access Programme**, helping audiences enjoy the arts together

with a **Two for One ticket offer**. Bookings must include someone aged **25 or under**; the highest-priced ticket is free, including premium seats, with at least one other paid ticket at over **40 participating UK cinemas**. The first event is *English National Ballet presents The Sleeping Beauty*, screening in more than 100 UK cinemas from 13 October 2026.

The 'two for one' tickets offer a chance for under 25s to see *English National Ballet presents The Sleeping Beauty* together at half the price, or for ballet fans over 25 to bring a younger friend or family member to experience the magic of English National Ballet on screen for free when they buy a ticket.

Kips Davenport, Founder of Cinematik, whose new performing arts identity Eido have created the Youth Access Programme said: **"Event cinema offers an opportunity to bring new, younger audiences closer to the performing arts.** For audiences who have lacked access to significant cultural events, the cinema offers an opportunity for them to discover and build their passion for the arts. **In an era when performing arts on British TV is limited, the cinema can play a vital role in introducing performing arts to younger audiences,** developing their tastes and for some, being the start of their journey into working in the arts themselves. That's why I think performing arts on screen is no longer an add-on for institutions: it's essential for the future of performing arts in the UK."



© Photography by Isabella Turolla

English National Ballet presents *The Sleeping Beauty* captures **the first time English National Ballet has performed iconic choreographer Sir Kenneth MacMillan's *The Sleeping Beauty* at the Royal Albert Hall**, with sumptuous costumes by legendary designer Nicholas Georgiadis and **new set design created by MacMillan's daughter Charlotte MacMillan.**

English National Ballet is the only company in the world currently performing MacMillan's version. Their production won rave reviews from critics: "classical ballet at its purest and most majestic" (*The Times*), "Spectacular" (*The Stage*), "Pure Delight" (*Financial Times*).

These cinema screenings continue English National Ballet's groundbreaking work for more than 75 years ensuring ballet reaches mainstream and diverse audiences across the UK.



© Photography by Annabel Moeller

Cinematik is an industry-leading distribution platform, harnessing cutting-edge technology, data and precision marketing to connect UK cinema audiences with the content they want to see. **Cinematik's new performing arts on screen identity Eido will bring cinema audiences closer to world-class culture.**

English National Ballet presents *The Sleeping Beauty* is in over 100 UK cinemas from 13 October 2026. Tickets, including 'Two for One' under 25 tickets, are available from enbsleepingbeautycinema.com

PRESS INFORMATION

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“If you ever doubted that ballet dancers are cut from a different cloth from us ridiculous mortals, The Sleeping Beauty at the Royal Albert Hall would have changed your mind.”

The Telegraph

Notes for editors:

English National Ballet

We are English National Ballet. And for over 75 years, we’ve been opening doors, curtains and minds. Creating moving, meaningful experiences that take ballet to new places – creatively, emotionally, and physically.

Whether we’re on stage, on screen or online, we are here to open up the possibilities of ballet for everyone, everywhere. In towns, cities, studios and schools – across England and around the world – we connect with more people, in more places, in more ways.

Because the beauty of ballet is you can simply feel it. And whatever you feel, you’re free to feel it here.

Feel more with English National Ballet.

ballet.org.uk | [@englishnationalballet](https://www.instagram.com/englishnationalballet)

Cinematik

Cinematik is a theatrical distribution platform built for the way film works today. We connect rights holders, from major studios to independent filmmakers, with cinema audiences across the UK, using data, technology, and precision marketing to make every release perform.

Traditional distribution is expensive, opaque, and difficult to scale. The data that could inform better choices sits siloed across exhibitors, platforms, and agencies. Cinematik changes that.

Our platform unifies the three pillars of a successful theatrical release: scheduling, marketing, and ticketing, into a single connected system. We aggregate data from cinema exhibitors, digital channels, and ticket sales in real time, giving rights holders a clear, live picture of how their film is performing and where to push harder.

Targeted, cost-efficient marketing campaigns replace broad-brush spending. Data-driven scheduling replaces guesswork. And every decision is backed by audience insight: who's watching, where they are, and how to reach them.

cinematik.app

Eido

Eido is a new distribution vertical from Cinematik, with a focus on bringing world-class performing arts to cinema audiences across the UK. Performing arts on screen continues to be a growing phenomenon in UK cinema, and Cinematik are proud to launch Eido with this landmark English National Ballet production.

eidocinema.com