

FOR IMMEDIATE RELEASE

**SEEING A BROADWAY SHOW
IS NOW EVEN EASIER!
*BROADWAY AT YOUR FINGERTIPS!***

**The Broadway League's new ILoveNYTheater app
for iPhone, iPad, and iPod Touch Now Available**

**ILoveNYTheater.com Mobile Site
*PLUS***

Broadway Concierge & Ticket Center Online Chat Component

(New York, NY) June 1, 2011 – The Broadway League is proud to announce the launch of the ILoveNYTheater app for iPhone, iPad, and iPod Touch based on the League's popular ILoveNYTheater.com website. Through the app, as through the website, consumers can purchase tickets at all price points to every current and upcoming show, direct from the theatres' official ticketing offices in real time without broker markups. The app also provides up-to-date show and theatre information including theatre locations and show running times, a performance schedule for the current week, a guide to hotel and dining options in Manhattan's Theatre District, social media connections, news from The Broadway Fan Club, and more.

[Click here](#) or visit the iTunes store and search "Broadway" under apps to find and download ILoveNYTheater. The app is free.

ILoveNYTheater.com is also optimized for mobile devices, giving tourists an important in-hand tool when visiting the Theatre District. On the new mobile site consumers can find many of the great features available to users of the full site and the app. The mobile site also features Google Map integration and provides an easy-to-navigate format that is specifically intended for smartphones and mobile devices. Consumers can visit the mobile site by going to www.ilovenytheater.com on their smartphones or mobile devices. The League plans to develop an Android version of the app as well as an enhanced mobile version of ILoveNYTheater.com in the near future.

For the past six years, the Internet has been reported as the most popular method of ticket purchase. According to League data from the 2009-2010 season, 34% of theatre patrons reported purchasing their tickets online, a 363% increase over 10 years ago.

Charlotte St. Martin, Executive Director of The Broadway League, says, "Broadway is available more times and more ways, and it's becoming easier and easier for theatergoers to get the best seats at the best prices from official sources. Great seats

are available at every price point (from premium tickets to student rush tickets) and are easy to buy online, by phone, or in person at theatre box offices.”

League Concierge Service Adds Live On-Line Customer Assistance

The Broadway Concierge & Ticket Center® now has an online chat component. Local and out-of-town theatregoers can visit ILoveNYTheater.com to chat with a BC&TC representative and get info about shows, theatres, performance times and more, before purchasing their tickets on line or in person at the Times Square Visitor Center on Seventh avenue between 46th & 47th streets.

ILoveNYTheater.com, The Broadway League’s official online headquarters for Broadway tickets and information – in six languages - also invites fans to view all shows' curtain times for the current week on a single page. This unified display of performance times includes all current Broadway shows, providing an easy-to-read, comprehensive reference for tourists looking to attend a Broadway performance in the immediate short-term. [Click here to view the new performances times page](#), which is accessible from the site template and from the page of every show that performs in the current week.

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THE BROADWAY LEAGUE, founded in 1930, is the national trade association for the Broadway industry. The League’s 700-plus members include theatre owners and operators, producers, presenters, and general managers in over 200 North American cities, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada. Visit BroadwayLeague.com for more information.

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www.ILoveNYTheater.com
www.IBDB.com

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