NICK JONAS NAMED NATIONAL AMBASSADOR FOR

KIDS' NIGHT ON BROADWAY 2012

Presented by The New York Times

TICKETS GO ON SALE NOVEMBER 1, 2011 @ 12:00pm KidsNightonBroadway.com

KIDS CAN SEE BROADWAY SHOWS FOR FREE!

Kids' Night on Broadway tickets available for participating shows on:

SUNDAY, FEBRUARY 5, 2012 MONDAY, FEBRUARY 6, 2012 TUESDAY, FEBRUARY 7, 2012 WEDNESDAY, FEBRUARY 8, 2012 THURSDAY, FEBRUARY 9, 2012

All Kids' Night on Broadway ticket holders can join Nick Jonas at pretheatre party at Madame Tussauds New York on February 7, 2012

(New York, NY) October 26, 2011 – The Broadway League announced today that actor and musician Nick Jonas will serve as the 2012 KIDS' NIGHT ON BROADWAY® National Ambassador. Jonas, who began his career on stage at age 8, returns to Broadway for the first time since the launch of the international sensation *The Jonas Brothers* when he joins the cast of *How to Succeed in Business Without Really Trying* on January 24, 2012 in the iconic role of J Pierrepont Finch. He has previously been seen on Broadway in *Annie Get Your Gun, Beauty and the Beast,* and *Les Misérables, as well as productions of A Christmas Carol* and *The Sound of Music.* He will also be making a guest appearance next year on the new NBC musical drama *Smash.*

"As someone who got their start as a kid on Broadway, it's truly an honor to be involved in such a fantastic event," said Nick Jonas. "Broadway played an enormous role in inspiring me to be the performer I am today, and as this year's ambassador I hope I'll be able to encourage kids across the country to get involved in the theater – whether on stage, behind the scenes, or in the audience."

Tickets to participating shows for The Broadway League's 16th annual KIDS' NIGHT ON BROADWAY will be available beginning on Tuesday, November 1, 2011 at 12pm noon ET.

KIDS' NIGHT ON BROADWAY is when kids ages 6 to 18 can see Broadway shows for free when accompanied by a full-paying adult. A KIDS' NIGHT ON BROADWAY ticket includes pre-theatre parties, restaurant discounts, parking discounts, educational programs, and more.

Charlotte St. Martin, Executive Director of The Broadway League, said, "We know that experiencing live theatre at a young age creates a lifelong habit of theatre-going. Broadway not only educates kids about the world at large, but teaches tolerance, social justice, cultural identity, and more. Kids' Night on Broadway is a fun way to introduce them to the magic found on stage."

The 16th annual KIDS' NIGHT ON BROADWAY kicks off in New York City on February 5, 2012 with a pre-theatre party on Tuesday, February 7th at the famed Times Square wax attraction, Madame Tussauds New York. Details on all events to come soon.

Participating shows* (to date) include:

BROADWAY

Bonnie and Clyde Chicago

Chinglish

The Gershwins' Porgy and Bess

Godspell

Jersev Bovs

How to Succeed in Business Without Really Trying

The Lion King

Lysistrata Jones

Mamma Mia!

Mary Poppins

Memphis

The Phantom of the Opera

Priscilla Queen of the Desert

Rock of Ages Sister Act

Seminar

Spider-Man: Turn off the Dark

Wicked Wit

OFF-BROADWAY

Million Dollar Quartet Stomp

(*subject to change, and some shows not available for all performances)

KIDS' NIGHT ON BROADWAY will also take place in multiple cities around the country, with different shows and venues putting their own spin on the event, on numerous dates throughout the year. Check kidsnightonbroadway.com for specific dates and locations.

To purchase tickets, find participating shows and to view the list of discounted restaurants and parking garages, theatregoers can visit <u>KidsNightonBroadway.com</u>. Visit Kids' Night on Broadway on <u>Facebook</u>.

Beginning on Monday, October 31, 2012, Kids' Night on Broadway tickets will also be on sale at the **Broadway Concierge & Ticket Center**. Located inside the Times Square Visitor Center at 1560 Broadway (on the 7th Avenue side of Duffy Square), between 46th & 47th Streets, Monday to Saturday, 9am – 7pm and Sunday, 10am to 6pm.

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.

The New York Times is the presenting sponsor of KIDS' NIGHT ON BROADWAY, a program of The Broadway League. Madame Tussauds New York is also an official sponsor. Official media partners are WABC-TV, Z100 and 103.5 KTU.

As this year's cause-related component, Kids' Night on Broadway salutes <u>Givenik.com</u>, the only place on the web to get Broadway tickets and have 5% donated to the charity of your choice!

PHOTOS OF NICK JONAS AVAILABLE UPON REQUEST.

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About The Broadway League

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. www.BroadwayLeague.com www.ILoveNYTheater.com, www.ibdb.com Follow TheBwayLeague on Twitter, Like the The Broadway League page on Facebook Download the free ILoveNYTheater app for iPhone, iPad, and iTouch on iTunes

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