

# BROADWAY HOLIDAY PERFORMANCE SCHEDULES

**Special Holiday Schedule and Weekly Curtain Times  
for all shows available on  
[WWW.ILoveNYTheater.com](http://www.ilovenytheater.com)**

***FRIDAY MATINEES added during weeks of  
Christmas and New Year's!***

(New York, NY) December 16, 2011 – It's always the perfect time to see a show. Broadway performs every day of the week at multiple curtain times to accommodate every schedule, including holidays. Over 20 shows are adding Friday matinees during the weeks of Christmas and New Year's Eve.

Broadway continues its 2011-2012 season momentum. In addition to the 19 shows that have already opened this season – joining the 17 long-running shows currently playing on the boards - over 16 more shows have announced opening dates this spring, with more expected to announce.

**FOR COMPLETE HOLIDAY SCHEDULE, GO TO  
[ILoveNYTheater.com](http://www.ilovenytheater.com)**

Christmas Week:

[http://www.ilovenytheater.com/schedule\\_christmas.php](http://www.ilovenytheater.com/schedule_christmas.php)

New Year's Week:

[http://www.ilovenytheater.com/schedule\\_newyears.php](http://www.ilovenytheater.com/schedule_newyears.php)

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. An exciting new trend on Broadway is alternate weekday matinees. There are now more times of the year when shows play matinees on weekdays other than Wednesday, and the trend will be continuing in 2012."

Broadway theatres are filled with an exciting array of new and classic musicals and plays, providing the perfect experience for every audience. 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.

SEEING A BROADWAY SHOW IS NOW EVEN EASIER with ILoveNYTheater.com mobile site and iPhone app, and the Broadway Concierge & Ticket Center new online chat component.

The Broadway League recently launched the ILoveNYTheater app for iPhone, iPad, and iPod Touch based on the League's [ILoveNYTheater.com](http://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.

The ILoveNYTheater app will soon be available in six languages: In addition to English, the app will soon be available in five other languages: French, Spanish, Portuguese, German, and Japanese, the same languages as ILoveNYTheater.com.

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](http://www.ilovenytheater.com) on their smartphones or mobile devices. The League plans to develop an Android version of the app too.

### **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 theatergoers 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 46<sup>th</sup> & 47<sup>th</sup> 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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**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](http://www.BroadwayLeague.com)

[www.ILoveNYTheater.com](http://www.ILoveNYTheater.com), [www.ibdb.com](http://www.ibdb.com)

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