



FOR IMMEDIATE RELEASE

**Get More NYC:
BROADWAY WEEK
JANUARY 24 – FEBRUARY 10, 2011**

2-FOR-1 TICKETS TO BROADWAY SHOWS

TICKETS ON SALE TODAY!

<http://www.nycgo.com/getmorenyc/broadway>

(New York, NY) January 10, 2011 – The Broadway League and NYC & Company, New York City's official tourism, marketing and partnership organization, today announced winter marketing programs – including the first ever Broadway Week featuring 2-for-1 tickets to participating shows from January 24 – February 10, 2011 – to encourage residents and visitors to experience the best New York City has to offer this winter.

The marketing campaigns—including the Get More NYC campaign, the first-ever Broadway Week and the return of the On the House Off-Broadway promotion and NYC Restaurant Week—offers visitors and New Yorkers savings and promotions at the City's hotels, restaurants, shops, theaters, and cultural attractions in January and February. The winter initiatives are designed to grow tourism across the five boroughs and provide a boost to the local economy as part of a larger effort to reach the City's to attract 50 million visitors to the city by 2012. The Broadway League reports robust holiday grosses and a strong start to 2011 with the last two weeks grossing \$60 million. The most recent week ending 1/2/11 on its own was probably the highest grossing week in recorded history.

Charlotte St. Martin, Executive Director of The Broadway League, says, "As Broadway is cited as a primary reason why theatergoers from outside New York City visit our city, we are excited to give them yet another reason to come to New York and see a Broadway show. NYC & Company is a natural partner for us to launch the first ever Broadway Week promotion. We look forward to seeing this effort become as successful as Restaurant Week, one of their premiere promotions."

"Broadway brings more money into New York than all of our sports teams put together. Who can resist a half-price sale? Hopefully not New Yorkers or visitors to New York. If you haven't seen a Broadway show, you haven't seen New York," said four-time Tony Award winner **Harvey Fierstein**, who will be taking on the leading role in *La Cage Aux Folles*.

"Today's announcement of the Get More NYC Broadway Week is part of a large set of marketing and promotional programs to drive tourism and boost the local economy during the historically slow travel months of January and February," said **George Fertitta**, CEO of NYC &

Company. "Today we want to remind everyone that there is no better time to visit New York City or – if you you're already a New Yorker – to take advantage of all the our great City has to offer."

To buy tickets visit: <http://www.nycgo.com/getmorenyc/broadway> and for more information on the City's winter promotions visit www.nycgo.com.

Participating BROADWAY WEEK SHOWS include:

The Addams Family – A New Musical
American Idiot
Billy Elliot The Musical
Chicago The Musical
Colin Quinn Long Story Short
Driving Miss Daisy
Good People
The Importance of Being Ernest
Jersey Boys
La Cage Aux Folles
The Lion King
Lombardi
Mamma Mia!
Mary Poppins
Memphis
Million Dollar Quartet
The Phantom of the Opera
Time Stands Still

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

Broadway Week will also coincide with The Broadway League's annual program, **Kids' Night on Broadway** February 6 – 10, 2011. Kid's Night on Broadway is when kids ages 6 to 18 can see Broadway shows for free when accompanied by a full-paying adult. Ticket includes pre-theatre parties, restaurant discounts, parking discounts, special edition Kids' Playbill provided by Theatre Development Fund, educational programs, and more. www.KidsNightonBroadway.com

DID YOU KNOW ...

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 and are easy to buy online, by phone, or in person at theatre box offices.

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.

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. Visit www.BroadwayLeague.com. Follow on Twitter [@TheBwayLeague](https://twitter.com/TheBwayLeague) or on www.Facebook.com/BroadwayLeague.

www.ILoveNYTheater.com
www.IBDB.com

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