



GET MORE NYC: BROADWAY WEEK STARTS TODAY

—Two-For-One Tickets on Sale for 20 of New York City’s Most Popular Broadway Shows—

New York City (January 17, 2012)—NYC & Company, New York City’s official marketing, tourism and partnership organization, reminds New Yorkers and visitors that **Get More NYC Broadway Week** starts today. Two-for-one tickets for 20 Broadway Week shows are available through February 4 on nycgo.com/broadwayweek. This is the third Broadway Week promotion, returning after a successful campaign in September where over 38,000 tickets were sold. Tickets for the winter program went on sale January 4 and so far more than 15,000 tickets have been purchased. Popular musicals *The Lion King* and *Wicked* have already sold out, but the Broadway show *WIT*, starring Cynthia Nixon, joined the promotion late last week. Broadway Week was created to attract new Broadway enthusiasts, boost ticket sales and provide unprecedented theater savings for New Yorkers and visitors alike.

“We are pleased to announce the third Broadway Week promotion offering two-for-one tickets to more than 20 world-class shows to help draw visitors to New York City and to provide significant value for New Yorkers,” said George Fertitta, CEO of NYC & Company. “This winter is the perfect time to experience the vibrancy and energy of the five boroughs and enjoy the excitement of a Broadway show.”

For a full list of participating shows and to purchase tickets for Broadway Week, visit nycgo.com/broadwayweek. Theatergoers can also enter the official Broadway Week Sweepstakes on nycgo.com/broadwayweek through February 4 for a chance to win two Broadway tickets a month for an entire year and two domestic round-trip airline tickets.

Broadway Week is produced by NYC & Company in partnership with The Broadway League, AARP, Amtrak, NBC 4 New York and *The New York Times*.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.com.

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 theater owners and operators, producers, presenters and general managers in over 200 North American cities, as well as suppliers of goods and services to the theater 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
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