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NYC & Company Announces DATES FOR BROADWAY WEEK FALL 2012

—Program Will Run September 4 to 16 with 2-for-1 Tickets to 19 Broadway Shows—
—Dessert Deals Offered with Broadway Ticket Stub at More Than 25 Restaurants—

New York City (August 13, 2012) – NYC & Company, New York City's official marketing, tourism and partnership organization, today announced **Broadway Week Fall 2012** will run September 4 to 16, offering two-for-one tickets to 19 popular Broadway shows. Returning for its fourth iteration, the program will offer an additional incentive this fall—a free dessert with a ticket stub from one of the participating productions. More than 25 restaurants in the Theatre District will celebrate Broadway Week with the dessert deal, including Abboccato Ristorante, db Bistro Moderne, E&E Grill House, Glass House Tavern, The Lambs Club, La Silhouette and Oceana. Broadway Week was originally created in the winter of 2011 to boost ticket sales for Broadway and provide unprecedented theater savings for New Yorkers and visitors alike. Tickets for fall 2012 will go on sale August 20.

"Attending a Broadway show is a unique and iconic New York City experience and one of the reasons more than 50.5 million people visited the City last year," said CEO of NYC & Company George Fertitta. "With Broadway Week two-for-one tickets to some of the City's most popular shows, there is no better way to grow the number of Broadway enthusiasts and give fans a reason to fill our theaters and enjoy some of the world's best entertainment."

"The only thing better than seeing a Broadway show is the opportunity for two people to see a Broadway show for the price of one," said Charlotte St. Martin, executive director of The Broadway League. "Thanks to the vision of NYC & Company and their Restaurant Week franchise, the first few Broadway Weeks have proved so successful that we're thrilled to be in a position to offer this exciting opportunity again to benefit even more theater fans this September."

Broadway Week is produced by NYC & Company in partnership with The Broadway League, AARP, Amtrak, NBC 4 New York and *The New York Times*. New Broadway Week participants this fall include the award-winning shows *Nice Work If You Can Get It*, *Newsies* and *War Horse*. Last year, popular musicals *Wicked* and *The Lion King* sold out within days, and *The Phantom of the Opera, Jersey Boys* and *Spider-Man: Turn Off the Dark* each sold more than 5,000 tickets. All five shows will return again this season.

Productions participating in Broadway Week Fall 2012:*

- *Bring It On: The Musical*
- *Chaplin*
- *Chicago*
- *An Enemy of the People*
- *Evita*
- *The Gershwins' Porgy and Bess*
- *Jersey Boys*

- *The Lion King*
- *Mamma Mia!*
- *Mary Poppins*
- *Newsies*
- *Nice Work If You Can Get It*
- *Once*
- *Peter and the Starcatcher*
- *The Phantom of the Opera*
- *Rock of Ages*
- *Spider-Man: Turn Off the Dark*
- *War Horse*
- *Wicked*

*Subject to availability. Blackout dates may apply.

As part of the fall Broadway Week promotion, Amtrak Guest Rewards members can earn 100 points or more for each ticket purchased to a participating Broadway show by registering their Amtrak Guest Rewards account with Audience Rewards before making their Broadway Week purchase. In addition, AARP members can purchase Broadway Week tickets during the official AARP pre-sale from August 15 to 19.

To learn more about Broadway Week and purchase two-for-one tickets, visit nycgo.com/broadwayweek.

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.

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