

**FOR IMMEDIATE RELEASE**



**THE BROADWAY LEAGUE  
and  
LATIN TRENDS**

**Present  
VIVA BROADWAY  
FIESTA**

**Tuesday, January 29<sup>th</sup>  
5:00pm – 7:00pm  
At the Legendary Copacabana**

***PRE-THEATRE PARTY DURING BROADWAY WEEK***

(New York, NY) January 23, 2013 – The Broadway League and Latin Trends will host the first official VIVA Broadway community event, *VIVA Broadway Fiesta*, a pre-theatre party on January 29<sup>th</sup> from 5:00pm to 7:00pm at the legendary Copacabana on West 47<sup>th</sup> Street in Times Square, in association with Broadway Week.

VIVA Broadway Advisory Board members and Broadway talent will celebrate this event with music, dancing, drinks provided by Chivas Regal and complimentary hors d'oeuvres provided by a local restaurant. This free event is open to theatregoers who purchase tickets to Broadway Week, an NYC & Company program. Broadway Week is

from January 22<sup>nd</sup> to February 7<sup>th</sup>, when 2-for-1 theatre tickets to participating Broadway shows are available by visiting [nycgo.com/broadwayweek](http://nycgo.com/broadwayweek). Guests must RSVP to [events@broadway.org](mailto:events@broadway.org) and bring their show ticket for access to the party.

The Broadway League created Viva Broadway, a new audience development partnership with the Hispanic community, to help bridge the world of Broadway with Latino audiences around the country. The long-term initiative aims to increase awareness about Broadway while culturally enriching lives, bringing families together, and building new careers in the theatre. A National Advisory Board of industry and cultural notables has been formed to help strategize and spread the word about all that Broadway has to offer this growing and vibrant community.

Telemundo 47's **Odalys Molina**, host of *Acceso Total* and *Buenos Días Nueva York*, will be on hand to cover the event.

La Mega 97.9's **DJ Aneudy** will be there live mixing his signature blend of salsa and meringue.

Click [here](#) for more information on Fiesta, or go to [BroadwayLeague.com](http://BroadwayLeague.com).

**Viva Broadway Fiesta is presented by The Broadway League and LatinTRENDS. It is officially sponsored by Copacabana and Chivas Regal. Official media partners are Telemundo Nueva York and La Mega. Additional support is provided by NYC & Company.**

Go to the ILoveNYTheater.com's Spanish section for show information in Spanish [www.ilovenytheater.com/sp](http://www.ilovenytheater.com/sp). And follow Viva Broadway on Twitter [@vivabroadway](https://twitter.com/vivabroadway) and Facebook: [www.facebook.com/vivabroadway](http://www.facebook.com/vivabroadway).

**LatinTRENDS** is a multi-platform media company that connects with the aspirational Spanish-dominant and acculturated Hispanic markets. LatinTRENDS produces cutting edge content to inform, entertain and inspire the forward-thinking.

**Chivas Regal** is a truly global brand, selling 4.9 million 9L cases annually in more than 150 countries across Europe, Asia Pacific and the Americas. The Chivas Regal range is the epitome of style, substance and exclusivity and includes Chivas Regal 12, 18 and 25 Year Old.

Fiesta will be held at the legendary **Copacabana** located at 268 West 47<sup>th</sup> Street, NY, NY 10036.

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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 who present in nearly 200 markets in North America, 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. For more information, visit [www.BroadwayLeague.com](http://www.BroadwayLeague.com), or follow The Broadway League on Twitter [@TheBwayLeague](https://twitter.com/TheBwayLeague) or on Facebook at [www.facebook.com/BroadwayLeague](https://www.facebook.com/BroadwayLeague). Download the free [ILoveNYTheater app](#) and free [IBDB app](#) for iPhone, iPad, and iTouch on iTunes.

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.

The Broadway League annually presents the Antoinette Perry "Tony" Awards,<sup>®</sup> one of the most coveted awards in the entertainment industry, with The American Theatre Wing.