

FOR IMMEDIATE RELEASE

The Broadway League Launches New Website

BROADWAY.ORG

The Official One-Stop Destination for Broadway Tickets and Information in New York City and Across North America

One Absolute Site for New York & Touring Broadway

(New York, NY) May 16, 2013 – The Broadway League is proud to announce the launch of **BROADWAY.ORG**, a comprehensive resource dedicated to providing theatre-goers around the world with information about all Broadway shows—both in New York and North America.

BROADWAY.ORG combines two previously existing sites: ilovenytheater.com, specifically targeted to Broadway shows in New York, and touringbroadway.com, which was the League's official website for Touring Broadway productions in nearly 200 markets throughout the U.S. and Canada. With improved functionality, the new site continues to be the official source of information and provider of direct access to all things Broadway.

“**BROADWAY.ORG** furthers the notion that Broadway is a state of mind rather than a set geographical location. Our ultimate goal is to provide a premier one-stop consumer site for show information and official ticketing links, combining Broadway and Touring Broadway in a central location and under a single site identity,” says Charlotte St. Martin, Executive Director of The Broadway League. “If you want to see a Broadway show, regardless if you are home or out-of-town, you can go to **BROADWAY.ORG** to find out where and when it's playing and easily buy your tickets from the authorized source.”

The new site features a deep integration between the New York City and touring shows. Site users can locate theatres across North America where Broadway shows are playing, and link to their official sites for more information. If they are on the page for a Broadway show, they will also be able to easily view its upcoming tour stops; and when on the page for a show on tour, will be able to see that it is also playing in New York and get information on that production.

The new site provides up-to-date show and theatre information in six languages, a guide to hotel and dining options in Manhattan's Theatre District, and general information about Broadway theatre-going. It provides access to show tickets at all price points to current and upcoming shows, direct from the theatres' official ticketing offices in real time, without broker markups.

The thoroughness and simplicity of the new site can be demonstrated with numerous features that are easy to navigate including: Google Maps and social media integration, the ability to search by location, an interactive map of the NYC theatre district and multi-media galleries. The League will be able to communicate timely announcements such as holiday schedules, weather advisories, updates on programs such as *Kids' Night on Broadway*[®], and more.

The site also features a mobile app for Broadway in New York and later this year an enhanced app to include touring data is being planned. The League's Digital and Technology team created the new site with the aid of website design firm Lounge Lizard.

For more than a century, Broadway has been considered the pinnacle of live theatrical entertainment. Broadway is where America's greatest playwrights, composers, lyricists, actors, singers, dancers, directors, designers, and choreographers bring great plays and musicals to life. Touring Broadway encompasses first-class, professional productions that bring these shows to fans across North America.

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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, or follow The Broadway League on Twitter [@TheBwayLeague](https://twitter.com/TheBwayLeague) or on Facebook at www.facebook.com/BroadwayLeague.

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,[®] one of the most coveted awards in the entertainment industry, with The American Theatre Wing.

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