

FOR IMMEDIATE RELEASE

## THE BROADWAY LEAGUE LAUNCHES ENHANCED TOURING BROADWAY WEBSITE

[TouringBroadway.com](http://TouringBroadway.com)

***The official website for Touring Broadway productions  
in more than 240 cities across North America!***

(New York, NY) September 21, 2012 – The Broadway League is proud to announce the re-launch of the Touring Broadway website, [TouringBroadway.com](http://TouringBroadway.com).

The redesign includes significant design and usability improvements, Google Maps and social media integration, more comprehensive tour routes, multi-media, and direct access to the official selling sources of the theatres. In addition to the revamped website, the project also includes significant database work to improve the accuracy and completeness of the site's data.

The enhanced Touring Broadway website is the first step in a multi-step process to create the official one-stop destination for Broadway tickets and information in New York City and all across North America. The project is scheduled to be completed by early next year.

Charlotte St. Martin, Executive Director of The Broadway League, comments, "Broadway is the longest road in North America! Our ultimate goal is to provide a 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."

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. Each year, Touring Broadway productions visit as many as 240 different cities in the US and Canada.

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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 in over 240 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. 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](http://www.facebook.com/BroadwayLeague). Download the free [iLoveNYTheater app](#) and free [IBDB app](#) for iPhone, iPad, and iTunes 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.  
[www.ilovenytheater.com](http://www.ilovenytheater.com)

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