



The American Theatre Wing's Antoinette Perry "Tony" Awards® are presented by
The Broadway League and the American Theatre Wing

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FOR IMMEDIATE RELEASE

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**2013 TONY AWARDS® INVITE FANS TO SHARE THE MAGIC OF BROADWAY &
TO WATCH THE TONYS LIVE IN TIMES SQUARE**

The Tony Awards, in Partnership with Times Square Alliance and Clear Channel Spectacolor and its Simulcast, and Official Beauty Partner, Nexxus® Salon Hair Care, Broadcast the Red Carpet, Courtesy of NY1, and Entire Awards Show on the SpectacolorHD Screen on Sunday, June 9th

Hosted by Christine Pedi & Featuring a Performance by the Cast of Rock of Ages & More!

New York (June 3, 2013) – The **67th Annual Tony Awards** will be simulcast live in Times Square on Sunday, June 9th. The event, sponsored by Official Beauty Partner of the Tony Awards, **Nexxus Salon Hair Care**, will be hosted by Broadway actress, comedian and star of *Chicago* **Christine Pedi**. The Tony Awards, in partnership with the **Times Square Alliance** and **Clear Channel Spectacolor**, will air the Tony Awards Red Carpet courtesy of **NY1** and the entirety of the Tony Awards show, including the Creative Arts Awards, on two of Clear Channel's SpectacolorHD© screens in Times Square on Sunday, June 9th, from 6:00 p.m. – 11:00 p.m.

The afternoon will kick off with Nexxus offering one lucky fan and a guest the opportunity to win a show-stopping experience: a red carpet makeover including hair styling by Nexxus Creative Director Kevin Mancuso, tickets to the Tony Awards and Tony Awards Gala, and the opportunity to walk the red carpet with their favorite Broadway stars and Tony Award nominees. Fans who come to Times Square in formal attire (suit/cocktail dress) between 3 p.m. and 4:30 p.m. that afternoon and have their photo taken in front of the Nexxus step and repeat will be entered to win*. The winner will be announced at 5:00 p.m. and all participants** will receive a sample of new Nexxus Youth Renewal™ Rejuvenating Elixir.

The evening will feature a number of surprises and performances – including a special performance by the cast of *Rock of Ages*, Patti Murin and the teen troupe *Applause!* and a round of Broadway karaoke hosted by Randy Rainbow!

Christine Pedi is Broadway's "Mama Morton" in *Chicago* and hosts Sirius XM Radios On Broadway channel playing the music of the stage and screen and interviewing show business legends (Mon-Sat 9a-3p ch 72). In July she returns to the Drama Desk-nominated Off Broadway satirical revue *NEWSical The Musical*. On Broadway she appeared in *Talk Radio* with Liev Schreiber and *Little Me* with Martin Short. Off Broadway she played the title role in *Miss Abigail's Guide to Dating Mating and Marriage*, received a Drama Desk nomination for her work in *Forbidden Hollywood* and was a longtime member of the legendary *Forbidden Broadway* company (having performed it all over the country and the London's West End). Her cabaret show *Great Dames* has performed throughout the U.S., South Africa and London's Jermyn Street

Theatre and received *Show Business Weekly's* "Best Female Cabaret Performer," Nitelife & Bistro Awards. A YouTube sensation she has several viral videos that feature her multiple theatre personalities...and she does in fact "tweet" @ChristinePedi.

Throughout the evening, fans in Times Square will have the opportunity to test their Broadway knowledge through the Nexxus Trivia Contest. Winners will receive Nexxus Gift Baskets filled with Nexxus Youth Renewal™ products. Nexxus and the Tony Awards have also partnered to create a limited edition tote, which Broadway fans can receive for free at Duane Reade retailers with a \$20 purchase of Nexxus products. The tote includes a Broadway-themed pre-loaded iTunes card and will be available through June 29^{th**}.

NY1's extended red carpet coverage, *On STAGE's Live Red Carpet to the Tonys* kicks-off the star-studded evening with hosts Roma Torre, Donna Karger, Patrick Pacheco, Frank DiLella, and Stephanie Simon, from 6:00 p.m. - 7:30 p.m. –available to Time Warner Cable's (TWC) New York City Region customers in HD on channel 701 (or standard definition on TWC channel 1 and channel 8 on Cablevision). From 7:30 p.m. – 8 p.m., Stephanie Simon keeps the energy high in Times Square with guests from *The Great White Way* and feature stories in advance of the Tony Awards' viewing party. Theatre lovers will have a front seat to all the action as the events are telecast on two large screens from 46th and Broadway. The red carpet will be followed by full coverage of the Tony Awards ceremony live from Radio City Music Hall; including the Creative Arts Awards. Those awards can otherwise be seen live only inside Radio City Music Hall.

The simulcast will take place, rain or shine, with full audio and seating available starting at 4:30 p.m. in Duffy Square, throughout the evening.

"We are thrilled to be hosting the 5th Annual Tony Awards Simulcast in Times Square. This year's event will be bigger and better than ever, with performances, surprise appearances, interactive activities and much, much more! There is nothing like celebrating Broadway's most spectacular night, with Broadway's biggest fans, right in the heart of Times Square – it's the next best thing to being at Radio City Music Hall!" said Charlotte St. Martin, Executive Director of The Broadway League and Heather Hitchens, Executive Director of the American Theatre Wing.

"Year after year, the Tony simulcast in Times Square gives locals and visitors a chance to gather in New York's Town Square to experience one of the best nights on Broadway," said Tim Tompkins, President of the Times Square Alliance.

The **2013 Tony Awards** will broadcast live from Radio City Music Hall in New York City, on CBS, on **Sunday, June 9th 8:00 – 11:00 p.m.** (ET/PT time delay) and are presented by The Broadway League and the American Theatre Wing.

For more information on the 2013 Tony Awards, please visit www.TonyAwards.com and Facebook.com/TheTonyAwards, follow @TheTonyAwards and use #tonyawards on Twitter and Instagram.

About the Tony Awards

The American Theatre Wing's Tony Awards are presented by The Broadway League and the American Theatre Wing. At The Broadway League, Nick Scandalios is Chairman and Charlotte St. Martin is Executive Director. At the American Theatre Wing, William Ivey Long is Chairman and Heather Hitchens is Executive Director. Ricky Kirshner and Glenn Weiss of White Cherry Entertainment are the Executive Producers of the 2013 Tony Awards. Mr. Weiss will also serve as Director of the 2013 Tony Awards.

IBM, the official information technology partner of the Tony Awards, develops, designs, and hosts the official Tony Awards website, www.TonyAwards.com across digital platforms. Audemars Piguet is the presenting sponsor of the Tony Awards Red Carpet and Green Room. United Airlines is the official airline of the Tony Awards. *The New York Times* is the official and exclusive print media partner of the Tony Awards. Nexxus Salon Hair Care is the official beauty partner of the Tony Awards. Royal Caribbean International is the

official cruise line of the Tony Awards. Paramount Hotel is the official hotel partner of the Tonys. PEOPLE is the official magazine partner of The Tony Awards.

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About Clear Channel Spectacolor, LLC and Clear Channel Outdoor Holdings, Inc.

Clear Channel Spectacolor, LLC is the premiere outdoor advertising company in Times Square with over 35 years of signage history in this venue. Its parent company, Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies reaching more than half a billion people globally every month. CCO helps advertisers create inspiring out-of-home campaigns across displays spanning traditional and digital sign formats in urban, transit, airport and roadside environments, on street furniture, and at retail near point of sale. CCO enables brands to engage people out and about in all manner of lifestyle environments. CCO's network spans 30 countries with 750,000 displays and has the fastest growing digital outdoor network now surpassing 4,500 digital billboards worldwide. In the U.S., CCO operates in 49 of the top 50 designated market areas.

About Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TimesSquareNYC.org @TimesSquareNYC

About NY1 News

NY1 News, a part of Time Warner Cable's Local News Division, is a 24-hour news channel that covers weather, local news, politics, traffic, sports and arts throughout the five boroughs. NY1 is available on channel 1 and in high definition on channel 701 on the following cable systems: Time Warner Cable's NYC Region (serving Manhattan, Queens, Staten Island and portions of Brooklyn), Bergen and Hudson Counties in New Jersey, parts of the Hudson Valley. Viewers have access to NY1 news content, feature segments and special programs with NY1 Video On Demand on channel 1111 of Time Warner Cable of New York and New Jersey. On Cablevision systems of New York City (serving the rest of Brooklyn and the Bronx) it is available on channel 8. It can also be seen on Time Warner Cable channels in Rochester, Syracuse, Binghamton, Albany, and North Carolina, and on Bright House Networks in Central Florida. NY1 News is available on the World Wide Web at <http://ny1.com>.

ABOUT TIME WARNER CABLE

Time Warner Cable Inc. (NYSE: TWC) is among the largest providers of video, high-speed data and voice services in the United States, connecting more than 15 million customers to entertainment, information and each other. Time Warner Cable Business Class offers data, video and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and managed and outsourced information technology solutions and cloud services. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions. More information about the services of Time Warner Cable is available at www.twc.com, www.twcbc.com and www.twcmedia.com.

*No Purchase Necessary. Void where prohibited. Win a Nexxus® Show-Stopping Red Carpet Experience is open to legal residents of the 50 U.S. & D.C. who are in attendance at the Times Square Nexxus Event in New York, NY wearing formal attire, and are 21 years of age or older. Starts 3:00:00 p.m. ET 6/9/13 & ends 4:30:00 p.m. ET 6/9/13. For the official rules, visit the Times Square Nexxus Event. Sponsored by Conopco Inc., d/b/a Unilever.

**while supplies last