

FROM: TIMES SQUARE ALLIANCE

CONTACT: Shin-Jung Hong: 617-413-7880 / shinjung@nicholaslence.com
TJ Witham: 646-369-4592 / tjitham@tsq.org

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TIMES SQUARE ALLIANCE AND PLAYBILL CELEBRATE PRIDE IN TIMES SQUARE

Programming All Weekend Long from June 24 - 26

Times Square, May 12, 2022 - Playbill and the [Times Square Alliance](#) are *PROUD* to partner on an exhilarating *Pride In Times Square* list of events, centered around NYC Pride Weekend, June 24-to-June 26, 2022, with the support of Heritage of Pride ([Pride NYC](#)). With top-stage and screen celebrities, LGBTQIA+ non-profit organizations, Broadway/Off-Broadway productions, local Times Square business promotions, an AR Rainbow above 7th Avenue, and a Big Broadway Disco, *Pride in Times Square* promises to be the most dynamic and exciting celebration in the history of Playbill and Times Square's Pride Events. *Pride In Times Square* is sponsored by ViiV and Audible.

"Playbill is extremely proud to take part in this celebration of the LGBTQIA+ community," said Alex Birsh, Vice President/Chief Operating Officer of Playbill. "We are always honored to change our iconic yellow design to the Pride Flag colors, celebrating this expansive and important community. And this year, we are even more proud to celebrate Pride in our biggest way yet: a big party in Times Square. Playbill aims to be a leader in our community, and we look for this event to continue expanding our tradition of standing with and behind our LGBTQIA+ friends, family, and allies. Here's to an amazing celebration with our partners, sponsors and the entire Broadway community."

"The Times Square Alliance is honored to partner with Playbill in delivering a weekend of exciting and inclusive events for Times Square to celebrate Pride," said Tom Harris, President of the Times Square Alliance. "We look forward to welcoming LGBTQIA+ individuals and allies to the crossroads of the world to enjoy programming that supports, inspires and represents the diverse community of New York City."

"This year, it is wonderful to bring Pride programming into the heart of Times Square, where audiences of all ages can participate in the celebration, said Bryan Campione, Creative Director of Playbill. "As part of the LGBTQIA+ Community, it has been a personal honor to be producing compelling and inspiring events, performances, and programs that celebrate all areas of our community and our allies."

Weekend Pride programming includes:

PRIDE 365: LIVE!

Celebrated on the mainstage, *Pride 365: LIVE!* will bring community/non-profit organizations and Broadway/Off-Broadway shows together to celebrate dynamic voices in the community, and support their continued fight for equity, diversity, and inclusion for all. Special guests, panels, surprise performances and more will take the stage on Friday June 24th and Saturday June 25th. A list of events will be announced June 1st.

THE BIG BROADWAY DISCO

Join Playbill as New York and Times Square celebrates Pride like never before. Times Square will "ignite the night" with *THE BIG BROADWAY DISCO* – a large-scale street party that invites revelers to dance through Times Square to classic and contemporary Broadway songs and performances – all with a disco flare and performed in the heart of New York City: Times Square. With the Playbill Pride Float acting as a focal point for the night, guests will experience a Pride celebration like no other, while entertained by DJ's, performers, fabulous costumes, and more on Saturday June 25th beginning at 6:00pm. #BwayDisco

PLAYBILL PRIDE PIANO BAR

Join Pride 2022 in the heart of Times Square at the [Sing for Hope](#) piano! Audiences will be able to take photos with the one-of-a-kind designed piano enrobed with Playbill covers and stay for piano sing-along performances and piano concerts throughout the morning and afternoon, led by top-Broadway musicians and performers.

INTERACTIVE PRIDE INSTALLATIONS

Pedestrians and audiences in Times Square will have the opportunity to connect with Pride in Times Square sponsors ViiV and Audible with exciting and interactive Double Decker Buses, acting as anchor points for audiences to explore on Friday June 24th and Saturday June 25th. Those buses will then become part of the NYC Pride March on Sunday June 26th down 5th Avenue.

THE BROADWAY GRAND GALLERY: PRIDE EDITION

Following the tremendous launch of [The Broadway Grand Gallery](#) in April, the 11 giant Playbill Monoliths featuring 21 Broadway and off-Broadway productions will transform in design to reflect Pride-month from June 1st thru June 15th. Pedestrians in Times Square on Broadway between 47th and 48th Streets will encounter a garden of gigantic Playbills featuring current running shows creating multiple photo and social media opportunities. The 21 shows participating in The Broadway Grand Gallery include:

Aladdin	Little Shop of Horrors
The Book of Mormon	MJ The Musical
Come From Away	Moulin Rouge! The Musical!
Company	Mr. Saturday Night
Dear Evan Hansen	Mrs. Doubtfire
Funny Girl	The Phantom of the Opera
Hadestown	The Play That Goes Wrong
Harry Potter and the Cursed Child	Plaza Suite
Jersey Boys	Six: The Musical
The Lion King	Tina: The Tina Turner Musical
The Little Prince	

TIMES SQUARE ALLIANCE BUSINESS & SOCIAL PROMOTIONS

The Times Square Alliance is celebrating the best of the neighborhood's Pride discounts, deals, giveaways, and special menu items from local businesses all month long. Browse special offers from Times Square restaurants, shops, shows, and attractions that celebrate and support the most colorful month of the year. Plus, experience #SignsOfPride in Times Square with displays of Pride flags and rainbows on screens and billboards throughout the Crossroads of the World.

AUGMENTED REALITY – POLAR RAINBOW (2022)

Polar Rainbow (2022), by the artist Kristaps Ancāns, is an Augmented Reality sculpture of a virtual double rainbow, which connects the North and South poles where rainbows don't exist. It soars over 3000 feet above 7th Avenue in New York and will be on view in Times Square where 7th Avenue famously intersects with Broadway.

Polar Rainbow will be viewable for the entire month of June. New Yorkers and visitors can download the app through a QR code placed onsite in Times Square, or online through the Time Square Art's [website](#).

Polar Rainbow was curated by Corina L. Apostol (Tallinn Art Hall) and developed by Platvorm. Produced in cooperation with Tallinn Art Hall, the Creative Europe Programme of the European Union and the Latvian State Culture Capital Foundation.

www.playbill.com/pride

Follow Playbill Pride on Facebook, Twitter, Instagram, and YouTube.

www.tsq.org/pride

Follow Times Square on Facebook, Twitter, Instagram, and YouTube

The official hashtag for Pride in Times Square is **#PrideInTimesSq**

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About the 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.TSq.org

About Playbill

Founded in 1884, Playbill is an internationally known trademark synonymous with theatre and is a symbol of the arts. Playbill Magazine is distributed to every Broadway theatre, most Off-Broadway theaters, and regional theaters and fine arts institutions in over 24 cities across the country. The company's website, Playbill.com, debuted in 1994 and continues to be the most trusted source of theatre news and information on the web, reaching nearly 2 million unique users per month. Playbill Online boasts the popular subsidiaries The Playbill Store, the online-only store for theatre fans; PLAYBILLder, the make-your-own Playbill site; and Playbill Jobs, the premiere job marketplace for the Broadway industry. Playbill Travel was introduced in 2011, focusing on chartering Broadway-themed cruises and additional vacations worldwide. The newest division, Playbill Events, curates and produces in-person and virtual events annually for audiences worldwide. www.playbill.com

About Heritage of Pride

Heritage of Pride (Pride NYC) works toward a future without discrimination where all people have equal rights under the law. We do this by producing LGBTQIA+ Pride events that inspire, educate, commemorate, and celebrate our diverse community. Our events offer a diverse array of opportunities to gather in activism, in protest, in celebration, and in advocacy. The variety of offerings across all our events represents the diversity of ways our community acknowledges and celebrates Pride. Volunteers are the foundation of our organization. Our events could not take place without the thousands of volunteers who devote their time performing a multitude of tasks across a wide range of disciplines including talent, marketing, and operations. Heritage of Pride, Inc is a 501(c)(3) non-profit organization that is funded entirely on the contributions of our community. <https://www.nycpride.org/>

About the Playbill Sing for Hope Piano

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, refugee camps, transit hubs, independent living centers, and community spaces worldwide. Founded in New York City in 2006, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world. The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more and join the movement at www.singforhope.org.