



**CURTAIN UP BROADWAY FESTIVAL ANNOUNCES DETAILS FOR THE EVENTS OVER THREE DAYS IN TIMES SQUARE THAT INCLUDE:**

*Broadway Sing-Alongs*  
*Dueling Pianos Presented by Prudential*  
*Curtain Up After Dark Concerts*  
*A morning dance warm up with Ailey Extension*  
*“All That Jazz” – A Celebration of Chita Rivera with the Entertainment Community Fund*  
*Broadway Block Parties presented by the NYC Mayor’s Office of Media and Entertainment*  
*(MOME)*  
PLUS  
*The third-annual Curtain Up! LIVE from Broadway* finale concert featuring  
**Iconic Broadway Musicals, Broadway Plays and Special Guests**  
to be aired Live on WABC

*Prudential returns as Curtain Up Broadway Festival title sponsor and hosts new Prudential Stages on Broadway Brought to You by Playbill contest with Brittney Johnson*

**All Events are Live and Free in Times Square September 8 – 10, 2023**

(Times Square – August 14, 2023) – Playbill, The Broadway League, and the Times Square Alliance, announce details for the third-annual **Curtain Up Broadway Festival**, a three-day outdoor experience in Times Square presented by title sponsor Prudential Financial, with additional support from the NYC Mayor’s Office of Media and Entertainment, Music Performance Trust Fund, The Film Fund, Open Jar Studios, and Hotel Edison.

From **Friday September 8 - Sunday September 10, 2023**, **Curtain Up Broadway Festival** brings Broadway to the streets, in the heart of New York City: Times Square. Stretching between 45th and 47th Streets, the festival will include interactive events and performances that are all live, free, and open to the public. **#CurtainUpBway**

The three-day celebration will include the following headlining events:

The *Curtain Up Broadway Festival* will kick off on **Friday September 8 at 2:30PM**. The *Curtain Up Broadway Festival* kicks off with guest speakers from Playbill, The Broadway League, Times Square Alliance, & Prudential Financial, with Broadway guest hosts, special performances, and special and special guests from The NYC Mayor's Office of Media and Entertainment (MOME), Hotel Edison, Open Jar Studios, The Entertainment Community Fund, and more. The event will ignite excitement on the main stage and include a celebratory countdown to the official event start!

The [Prudential Stages on Broadway Brought to You by Playbill contest](#) hosted by Brittney Johnson, an acclaimed Broadway star who made history playing the title role of "Glinda" in the smash-hit musical "Wicked," will take place on September 9<sup>th</sup> and gives aspiring and emerging artists across the country the opportunity to capitalize on their "Now What?" moment. The winning artists will have the opportunity to network with theatre professionals – like host Brittney Johnson and contest judges Tara Rubin and Allen René Louis – and could walk away with a monetary prize of up to \$10,000 plus an opportunity for financial advice from a Prudential Advisor.

All will culminate in *The Curtain Up! LIVE from Broadway* finale concert, a grand, outdoor event taking place rain or shine on **Sunday, September 10 from 11:00 AM – 12:30 PM in Duffy Square**. This **FREE** outdoor concert spotlights marquee talent and showcases current Broadway musicals and plays and will be aired live on WABC. More details and a list of participating shows will be announced at a later date.

Additional events include: Broadway Sing-Alongs throughout the festival on the 'Belt It Out On Broadway' stage, *Curtain Up After Dark* events featuring Broadway Sings and Rockers On Broadway, Ailey's Revelations dance workshop, multiple Dueling Piano events at the 'Belt It Out on Broadway' stage, Broadway Block Parties presented by the NYC Mayor's Office of Media and Entertainment (MOME), and more to be announced.

For a full list of events, please see the event schedule below. Visit [Playbill.com/CurtainUp](http://Playbill.com/CurtainUp) for *Curtain Up Broadway Festival* details (as they are announced)-

"What better way to kick off a new Broadway season than to celebrate the *Curtain Up Broadway Festival* in Times Square. This incredible three-day festival will host special concerts, sing-alongs, and workshops, just to name a few of the many exciting events planned," said **Charlotte St. Martin, President of The Broadway League**. "Last season, Broadway had a total attendance of 12.3 million indicating just how much live theatre means to so many and its pivotal role in NYC's economic development. We'll wrap up the weekend with the *Curtain Up! LIVE from Broadway* finale concert on Sunday, September 10<sup>th</sup> and thank WABC for returning to live broadcast the star-studded show."

"We at *Playbill* are extremely excited to help bring the *Curtain Up Broadway Festival* to Times Square once again with our friends and partners at Prudential, the Times Square Alliance, and The Broadway League," said **Alex Birsh, Chief Operating Officer and Vice President of Playbill**. "It brings us so much excitement to welcome all patrons of Times Square to celebrate Broadway in such a fabulous way. Join us in the fun as we celebrate Broadway's new season during our three days in Times Square, culminating in our finale concert on Sunday."

"At Prudential, we recognize that Broadway and local theatres help drive inclusion and expand access to the arts for millions of people in New York City and across the globe," said **Susan Somersille Johnson, Prudential's Chief Marketing Officer**. "We are proud to be partnering once again with Playbill, The Broadway League & the Times Square Alliance to help stimulate

the local economy and positively impact the industry while giving aspiring and emerging artists the opportunity to capitalize on their “Now What?” moments.”

“Broadway is the beating heart of Times Square and New York City, and we are thrilled to join our great partners at The Broadway League, Playbill, and Prudential to kick off the new season with ***Curtain Up Broadway Festival***,” said **Tom Harris, President of the Times Square Alliance**. “We continue to see regularly over 400,000 people pass through Times Square each day, and our hope is that throughout the three-day festival we will see Broadway fans from near and far enjoying this free programming in the heart of Times Square.”

“We are so proud to support live theatre in NYC by once again partnering with Playbill, The Broadway League and the Times Square Alliance to present the *Curtain Up! Broadway Festival*,” said **Commissioner of the Mayor's Office of Media and Entertainment, Pat Swinney Kaufman**. “This year our involvement will include a special presentation of the Broadway Block Party, which will provide festival goers multiple opportunities to dance and sing throughout the weekend in NYC's iconic center of cultural activity, Times Square.”

“Thanks to The Film Fund’s Trustee, Bob Jaffe for joining with the recording industry’s Music Performance Trust Fund in supporting the musicians who make *Curtain Up!* and all Broadway musicals such a treasured New York experience.” **Dan Beck Trustee, Music Performance Trust Fund**.

Join the conversation about ***Curtain Up Broadway Festival*** by following @Playbill, @TimesSquareNYC, and @BroadwayLeague and using #CurtainUpBway.

For video assets from *Curtain Up 2022* please click [here](#) (credit: Playbill). For photos click [here](#) (credit: Heather Gershonowitz for Playbill).

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## ***CURTAIN UP BROADWAY FESTIVAL SCHEDULE OF EVENTS***

The three-day celebration will include the following events below. For a full, detailed listing of events taking place, please visit [Playbill.com/CurtainUp](https://www.playbill.com/curtainup).

*(Performances are rain or shine, with times and participants subject to change.)*

### **FRIDAY, SEPTEMBER 8, 2023**

**Event: Broadway Sing-Along**

**Time: 2:00 – 2:30 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Check back for the exciting show announcement shortly!

**Event: Official *Curtain Up* Kick-Off Celebration**

**Time: 2:30 – 3:00 PM**

**Location: Mainstage on Duffy Square**

*The Curtain Up Broadway Festival* kicks off with guest speakers from Playbill, Times Square Alliance, The Broadway League, & title sponsor Prudential Financial, with Broadway guest hosts, live performances, and special guests from The NYC Mayor’s Office of Media and Entertainment (MOME), the Music Performance Trust Fund (MPTF), The Film Fund, Hotel

Edison, Open Jar Studios, The Entertainment Community Fund, and more. The event will ignite excitement on the main stage and include a celebratory countdown to the official event start!

**Event: The Broadway Block Party presented by the NYC Mayor's Office of Media and Entertainment (MOME)**

**Time: 3:00 – 3:30 PM**

**Location: Mainstage on Duffy Square**

Join DJ Mike Borowski as he spins Broadway hits in the middle of Times Square!

**Event: Broadway Sing-Along**

**Time: 3:45 – 4:15 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Check back for the exciting show announcement shortly!

**Event: Broadway Sing-Along**

**Time: 4:30 – 5:00 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Check back for the exciting show announcement shortly!

**Concert: “All That Jazz” – A Celebration of Chita Rivera with the Entertainment Community Fund**

**Time: 5:00 – 6:30 PM**

**Location: Mainstage on Duffy Square**

The [Entertainment Community Fund](#), in association with Nouveau Productions, bring together Broadway stars and special guests celebrating nine decades of the incomparable **Chita Rivera!** Featuring members of the American Pops Orchestra, the concert will feature performances and stories, shared, and performed by some of the brightest stars on Broadway. Plus, stay for a special appearance by Chita herself - this concert is one not to miss!

**Concert: *Curtain Up* After Dark presents Broadway Sings: Acoustic!**

**Time: 6:30 – 8:00 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Presented by Prudential, *Curtain Up* After Dark welcomes Broadway Sings: Acoustic to the stage! Join Broadway special guests, performers, and band as they present an acoustically driven concert under the golden setting sun. With hit Broadway songs and incredible arrangements, the concert will be one to remember forever!

**SATURDAY, SEPTEMBER 9, 2023**

**Event: Ailey's *Revelations* dance workshop**

**Time: 10:30 AM – 11:15 AM**

**Location: Mainstage on Duffy Square**

Everyone can dance with Ailey! Join the processional through Duffy Square as Ailey's West African drummers and dancers lead New Yorkers of all ages to the *Curtain Up* mainstage, where you'll learn modified excerpts of Alvin Ailey's masterwork, *Revelations*. Participants are asked to wear comfy clothing.

**Event: Broadway Sing-Along**

**Time: 11:15 – 11:45 AM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Check back for the exciting show announcement shortly!

**Event: The Broadway Block Party presented by the NYC Mayor's Office of Media and Entertainment (MOME)**

**Time: 11:45 AM – 12:45 PM**

**Location: Mainstage on Duffy Square**

Join DJ Mike Borowski as he spins Broadway hits in the middle of Times Square!

**Event: Belt It Out On Broadway Dueling Pianos Presented by Prudential**

**Time: 1:00 – 2:15 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Join Prudential all weekend at *Belt It Out On Broadway*, a series of Dueling Piano show-downs held right in Times Square. From specially themed programs featuring Broadway stars to spirited sing-alongs where audience members choose the tunes, rollicking good fun will be yours for the asking. This session will star pianists **Elijah Caldwell** and **Rachel Kaufman**!

**Concert: Prudential Stages on Broadway Concert**

**Time: 3:00 – 4:00 PM**

**Location: Mainstage on Duffy Square**

Hosted by Brittney Johnson, an acclaimed Broadway star who made history playing the title role of Glinda in the smash-hit musical *Wicked* – the Prudential Stages on Broadway Concert will give (4) four aspiring and emerging artists across the country the opportunity to capitalize on their ‘Now What?’ moment and sing on stage with Johnson in front of theatre professionals like contest judges Tara Rubin and Allen René Louis. The winning aspiring artist will also walk away with a monetary prize of up to \$10,000 plus an opportunity for financial advice from a Prudential Advisor.

**Event: Belt It Out On Broadway Dueling Pianos Presented by Prudential**

**Time: 4:00 – 5:00 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential (Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Join Prudential all weekend at *Belt It Out On Broadway*, a series of Dueling Piano show-downs held right in Times Square. From specially themed programs featuring Broadway stars to spirited sing-alongs where audience members choose the tunes, rollicking good fun will be yours for the asking. This session will star pianists **Rachel Kaufman** and **Drew Wutke**!

**Concert: *Curtain Up* After Dark presents Rockers on Broadway**

**Time: 6:30 – 8:00 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Location in Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Presented by Prudential, *Curtain Up After Dark* welcomes the return of **Rockers On Broadway: Live in Times Square**, benefiting The PATH Fund. Join Broadway's **Donnie Kehr** and his band as they rock the stage with Broadway and contemporary rock-n-roll hits, alongside special guests!

**SUNDAY, SEPTEMBER 10, 2023**

**Concert: *Curtain Up!* LIVE from Broadway**

**Time: 11:00 AM – 12:30 PM; rain or shine**

**Location: Mainstage on Duffy Square**

An exciting, outdoor event that marks the culmination of Curtain Up Broadway Festival, the ***Curtain Up! LIVE from Broadway*** concert will feature live musical performances and special guest star appearances highlighting the current Broadway season. The concert will be broadcast live on WABC.

**Event: Belt It Out On Broadway Dueling Pianos Presented by Prudential**

**Time: 12:30 – 2:30 PM**

**Location: Belt it Out on Broadway Dueling Pianos Presented by Prudential  
(Times Square bet, 45<sup>th</sup> and 46<sup>th</sup> Streets)**

Join Prudential all weekend at *Belt It Out On Broadway*, a series of Dueling Piano show-downs held right in Times Square. From specially themed programs featuring Broadway stars to spirited sing-alongs where audience members choose the tunes, rollicking good fun will be yours for the asking. This session will star pianists **Sarah Glassman** and **Drew Wutke!**

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## **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](http://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.

## **The Broadway League**

The Broadway League (Charlotte St. Martin, President), founded in 1930, is the national trade association for the Broadway industry representing more than 700 members from nearly 200 national and international markets including theatre owners and operators, producers, presenters, and general managers as well as suppliers of goods and services to the commercial theatre industry. Key League programs and resources such as Kids' Night on Broadway<sup>®</sup>, The Jimmy Awards<sup>®</sup>/National High School Musical Theatre Awards<sup>®</sup>, Broadway Bridges<sup>®</sup>, Black to Broadway, ¡Viva! Broadway<sup>®</sup>, Broadway Membership Fellows, Broadway Speakers Bureau, and the Internet Broadway Database<sup>®</sup> (ibdb.com) represent the League's ongoing commitment to creating an inclusive culture within the industry that is geared toward accessibility and advancements of audience development, industry practices, and workforce opportunities. The Broadway League co-administers the dotBroadway top-level domain, providing online visitors assurance that the web address they are accessing is from a verified League member. Since 1967, The Broadway League has been co-presenting the annual Antoinette Perry "Tony" Awards<sup>®</sup>. [BroadwayLeague.com](http://BroadwayLeague.com)

## **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](http://www.TSQ.org)

**Prudential Financial, Inc.**

Prudential Financial, Inc. (NYSE: PRU), a global financial services leader and premier active global investment manager with approximately \$1.4 trillion in assets under management as of June 30, 2023, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees help make lives better by creating financial opportunity for more people by expanding access to investing, insurance, and retirement security. Prudential's iconic Rock symbol has stood for strength, stability, expertise, and innovation for nearly 150 years. For more information, please visit [news.prudential.com](http://news.prudential.com).

**The Music Performance Trust Fund (MPTF)** was established in 1948 as a nonprofit independent public service organization whose mission includes contributing to the public knowledge and appreciation of music, as well as making music a part of every child's life experience. Headquartered in New York City, the tax-exempt MPTF, operating under section 501(c) 3 of the Internal Revenue Code, evolved from a landmark collective bargaining agreement between the American Federation of Musicians and the major recording companies of the day. Today the MPTF is a vital organization that brings music to the public and supplements the income of musicians, all at no cost to those receiving this precious gift of music. [musicpf.org](http://musicpf.org)

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