



## NYC & COMPANY AND MASTERCARD LAUNCH PRICELESS EXPERIENCES CELEBRATING BROADWAY’S COMEBACK

—*Mastercard, NYC & Company and Broadway Partner on Three Priceless Experiences Offering Cardholders VIP Treatment as Broadway Returns*—

—*Priceless Experiences Include Performances of Broadway Shows Wicked, American Utopia, and Chicken & Biscuits*—

**New York City (October 14, 2021)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today joined with Mastercard to announce three unique Priceless Experiences for Broadway shows including *Wicked*, *American Utopia*, and *Chicken & Biscuits*, to commemorate the much-anticipated return of Broadway. These Priceless Experiences are available exclusively to Mastercard cardholders on October 26 ([Wicked](#)), 27 ([American Utopia](#)) and 29 ([Chicken & Biscuits](#)), and can be purchased at [priceless.com](http://priceless.com).

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DATE  
October 14, 2021

FOR IMMEDIATE  
RELEASE

“New York City and Broadway are synonymous with the world’s best live entertainment, and this new collaboration with Mastercard provides a unique opportunity to showcase their attractive new ‘only in NYC’ Priceless Experiences,” said **Fred Dixon, President and CEO of NYC & Company**.

“People connecting over a shared passion of theater is a hallmark of New York City, and a promise of Priceless,” said **Cheryl Guerin, Executive Vice President of North America Marketing & Communications at Mastercard**. “We’re so happy to partner with NYC & Company to create Priceless Experiences for Mastercard cardholders who are Broadway fans, to make these moments truly memorable.”

*Wicked*, the global blockbuster musical, looks at what happened in the Land of Oz...but from a different angle. The *Wicked* Priceless Experience, available for the October 26 evening performance, is on sale through October 20, for \$250 per person. Mastercard cardholders will be transported to Oz with *Wicked’s* exclusive in-theatre experience, *Behind the Emerald Curtain*. Led by two *Wicked* cast members—and the only behind-the-scenes opportunity offered at *Wicked* this year—*Behind the Emerald Curtain* provides an up-close look at what it takes to put on the hit musical. Next, attendees will be escorted to Azalea Ristorante for a pre-show dinner and drinks, then greeted with VIP gift bags and vouchers for concessions back at the theatre just prior to settling into their orchestra seat for the show.

*David Byrne’s American Utopia* Priceless Experience, available for the October 27 evening performance, is on sale through October 21, for \$249 per person.



The experience includes orchestra tickets, a preshow dinner at Victor’s Café, an exclusive discussion with members of the band, signed swag and more.

The *Chicken & Biscuits* Priceless Experience, available for the October 29 evening performance, is on sale through October 22, for \$225.50 per person. The experience includes a premium ticket to *Chicken & Biscuits*, dinner at Melba’s in Harlem, a limousine to the show, an exclusive discussion with members of the cast and a special gift bag.

New Yorkers and visitors are invited to purchase these Priceless Experiences for *Wicked* [here](#), *American Utopia* [here](#), and *Chicken & Biscuits* [here](#).

Priceless Experiences at Priceless.com are available exclusively to Mastercard cardholders and provide access to unforgettable experiences and valuable everyday discounts in the cities where cardholders live and travel. The mission is to provide cardholders with opportunities to have meaningful moments with the people that are most important to them.

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The Broadway League [requires](#) that all audience members must be vaccinated and wear a mask (except while drinking or eating).

**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](#).

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**About Mastercard:**

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

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