



# NYC & COMPANY ANNOUNCES NYC BROADWAY WEEK<sup>SM</sup> FALL 2019 BEGINS TODAY

—24 Productions Offer 2-for-1 Performances from September 3–16—

—Inaugural Sponsorship by Mastercard,  
Preferred Payment Partner of NYC Broadway Week—

**New York City (September 3, 2019)** — NYC & Company, New York City's official destination marketing organization, announces that **NYC Broadway Week** 2-for-1 performances begin today, September 3, 2019. Now through September 16, show-goers can enjoy 24 Broadway shows at a value, thanks to the popular biannual program, now in its ninth year. Twelve shows are new to the program for fall 2019 and Mastercard is NYC & Company's newly revealed global sponsor, supporting the program for the first time. Tickets for NYC Broadway Week can still be purchased at [nycgo.com/broadwayweek](http://nycgo.com/broadwayweek).

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DATE  
September 3, 2019

FOR IMMEDIATE RELEASE

The 23 shows with 2-for-1 inventory remaining for NYC Broadway Week are:\*

- Ain't Too Proud – The Life & Times of the Temptations\*\**
- Aladdin*
- Beautiful: The Carole King Musical*
- Beetlejuice\*\**
- Betrayal\*\**
- The Book of Mormon*
- Chicago The Musical*
- Come From Away*
- Dear Evan Hansen*
- Derren Brown: Secret\*\**
- Frozen*
- The Great Society\*\**
- Harry Potter & the Cursed Child\*\**
- The Height of the Storm\*\**
- Mean Girls*
- Oklahoma!\*\**
- The Phantom of the Opera*
- Sea Wall / A Life\*\**
- Slave Play\*\**
- The Sound Inside\*\**
- Tootsie\*\**
- Waitress*
- Wicked*

\*Subject to availability. Blackout dates may apply.  
\*\*New participants in NYC Broadway Week.  
\*\*\*The 24<sup>th</sup> participating production is The Lion King, which is sold out.



For those still looking to make a purchase, [nycgo.com/broadwayweek](http://nycgo.com/broadwayweek) allows visitors to filter shows by “2019 Tony Award® Winners,” “Kid-Friendly,” “Musical,” “Play,” and “Magic.” Original content on the website, including a [fall theater guide](#) and exclusive [broadway transformations slideshow](#), intends to inform and inspire the consumer decision-making process.

NYC Broadway Week is produced by NYC & Company in partnership with The Broadway League, Telecharge, Ticketmaster and NYC & Company’s preferred payment partner, Mastercard.

Since its launch in January 2011, NYC Broadway Week has cumulatively sold more than 1,464,000 tickets, generating nearly \$100 million in revenue for Broadway.

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For more information and to purchase tickets, visit [nycgo.com/broadwayweek](http://nycgo.com/broadwayweek).

#### **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](http://nycgo.com).

#### **About Mastercard:**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities—such as shopping, traveling, running a business and managing finances—easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

#### **The Broadway League:**

Charlotte St. Martin, President

Founded in 1930, The Broadway League 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 who present in nearly 200 markets in North America. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada. The Broadway League has recently added a new category for International membership to collaborate with professionals from around the world who produce and present Broadway quality theatre. The Broadway League annually co-presents the Antoinette Perry “Tony” Awards®, one of the most coveted awards in the entertainment industry. For more information, visit [BroadwayLeague.com](http://BroadwayLeague.com) or follow @BroadwayLeague on Twitter and visit us at [Facebook.com/BroadwayLeague](https://www.facebook.com/BroadwayLeague). Follow @Broadway on Instagram for more Broadway content.