



NYC & COMPANY ANNOUNCES THE RETURN OF FALL NYC BROADWAY WEEKSM AFTER A THREE-YEAR HIATUS

—NYC & Company Announces the Return of the Fall Iteration of NYC Broadway Week for the First Time Since 2019—

—21 Productions Will Take Part in the Beloved Biannual Program Offering 2-for-1 Tickets from September 6–25—

—Mastercard is the Preferred Payment Partner of NYC Broadway Week—

New York City (August 16, 2022) — NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau, in partnership with Mastercard®, today announced that the fall iteration of **NYC Broadway Week** will return for the first time since 2019, offering 2-for-1 tickets to 21 Broadway shows, available for purchase now at nycgo.com/broadwayweek. The popular biannual program, now in its 11th year, will run September 6–25, 2022.

CONTACTS

Shenell Renwick
NYC & Company
212-484-1270
press@nycgo.com

DATE
August 16, 2022

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“Since its launch in 2011, NYC Broadway Week has offered visitors and locals alike the world’s best theatrical experiences at a remarkable value,” said **NYC Company President and CEO Fred Dixon**. “After a three-year hiatus, we are proud to bring the fall edition of our signature NYC Broadway Week program back to audiences September 6–25. With choices ranging from Tony Award winners and kid-friendly favorites to new productions and beloved classics, there is something for everyone.”

Participating shows in NYC Broadway Week fall 2022 include:

1. *1776***
2. *Aladdin*
3. *A Strange Loop***
4. *Beetlejuice*
5. *The Book of Mormon*
6. *Chicago*
7. *Come From Away*
8. *Cost of Living***
9. *Death of a Salesman***
10. *Funny Girl* ***
11. *Hadestown*
12. *Harry Potter and the Cursed Child*
13. *Into The Woods***
14. *The Kite Runner***
15. *The Lion King*
16. *MJ: The Musical*



- 17. *Moulin Rouge! The Musical*
- 18. *The Phantom of the Opera*
- 19. *The Piano Lesson***
- 20. *Six***
- 21. *Wicked*

*Subject to availability. Blackout dates may apply.
 ** New participants in NYC Broadway Week.

“This fall marks the one-year anniversary of Broadway’s reopening and since then we have welcomed nearly 9.3 million theatergoers to New York City. The return of fall NYC Broadway Week is a fantastic way for locals and visitors to experience thrilling live theater in one of the world’s most exciting cities,” said **Charlotte St. Martin, president of The Broadway League**. “The 21 Broadway shows included in this year’s 2-for-1 ticket offer represent some of the most iconic, diverse and innovative productions to hit the stage. The variety offered is sure to please audiences ranging from the frequent to the first-time guest.”

“Mastercard is proud to bring cardholders Priceless experiences that celebrate and explore their passion for the arts, entertainment and culture of New York City,” said **Rustom Dastoor, Executive Vice President of North America Marketing & Communications at Mastercard**. “Together with NYC & Company, we are excited to sponsor NYC Broadway Week and provide locals and visitors a 2-for-1 ticket offering to experience the best in theater in a meaningful way.”

Participating Broadway shows can be sorted by filters including Drama, Kid-Friendly, Musical, Play and Tony Award winner at nycgo.com/broadwayweek.

NYC Broadway Week is produced by NYC & Company in partnership with The Broadway League and NYC & Company’s preferred payment partner, Mastercard. NYC Broadway Week will be promoted on Mastercard’s Priceless.com platform; exclusive content on NYCgo.com; out-of-home media across the five boroughs; digital advertising; commercials running in NYC taxicabs; and through NYC & Company’s verified social media handle @nycgo, using both original content and user-generated content, pegged to the hashtag #NYCBroadwayWeek.

Since its launch in January 2011, NYC Broadway Week has cumulatively sold more than 1,900,000 tickets, generating over \$100 million in revenue for Broadway.

For more information and tickets, visit 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

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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.

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 theater 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 theater. 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 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.

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