



NYC & COMPANY ANNOUNCES NYC BROADWAY WEEKSM 2-FOR-1 TICKETS ON SALE

**—21 Participating Productions Offer Affordable Performances
January 21 through February 9, During NYC Winter OutingSM—**

—Mastercard Supports Value Offers as Preferred Payment Partner—

New York City (January 8, 2020) — NYC Broadway Week—organized by NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau, with support from Mastercard—commences this morning with the launch of public 2-for-1 ticket sales. The popular biannual program will run January 21–February 9, 2020, coinciding with NYC Winter Outing. Twenty-one Broadway shows are participating, including eight that are new to the program this winter and five that have won the Tony Award for Best Musical, Play or Revival. Tickets can be purchased beginning today at 10:30am EST at nycgo.com/broadwayweek.

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DATE
January 8, 2020

FOR IMMEDIATE RELEASE

“The enduring popularity of NYC Broadway Week—now in its groundbreaking 10th year—continues to play an important role in helping visitors plan their trip around seeing New York City’s world-class theater at a value,” said Fred Dixon, president and CEO of NYC & Company. “In 2020, the draw is even stronger thanks to the value offered through NYC Winter Outing, combining the deals of the program with those of NYC Restaurant Week[®] and NYC Must-See WeekSM to inspire a full itinerary.”

The 21 shows participating in NYC Broadway Week Winter 2020 are: *

- A Soldier's Play* **
- Ain't Too Proud – The Life and Times of the Temptations*
- Aladdin*
- Beetlejuice*
- The Book of Mormon*
- Chicago The Musical*
- Come From Away*
- Dear Evan Hansen*
- Frozen*
- Girl From the North Country* **
- Grand Horizons* **
- Harry Potter and the Cursed Child*
- The Inheritance* **
- Jagged Little Pill* **
- The Lion King*
- Mean Girls*
- My Name is Lucy Barton* **
- The Phantom of the Opera*
- To Kill a Mockingbird* **
- West Side Story* **



Wicked

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

At the end of last year, NYC & Company announced the return of its newest initiative, NYC Winter Outing. From January 21 through February 9, NYC Broadway Week, NYC Restaurant Week and NYC Must-See Week will combine to create an irresistible draw for domestic and international travelers as well as NYC residents. A curated selection of the best of New York City entertainment, dining and activities will be offered at a value, simultaneously. Those interested in additional information can visit nycgo.com/winterouting.

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What better way to start the new year than to see a Broadway show? This winter, NYC Broadway Week is the perfect opportunity to experience the world's best theater with 2-for-1 tickets. There are a wonderful variety of shows for visitors to choose from and thanks to the return of NYC Winter Outing, it's easy to pair dinner with a show and more, said Charlotte St. Martin, president of The Broadway League. We're pleased that our long-standing partner NYC & Company continues to dream up innovative ways to welcome more audiences to the theater.

Mastercard is proud to again sponsor NYC Winter Outing and, of course, NYC Broadway Week, said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard. In its 10 years, NYC Broadway Week has benefited countless cardholders by creating the priceless experience of seeing the theater at a 2-for-1 value.

Booking a Broadway show will again be a user-friendly experience, thanks to the return of filters that allow users to search by 2019 Tony Award Winners, Kid-Friendly, Musical, Play and Solo Performance. The process of determining top shows of interest out of 21 participants will be supported by a winter/spring theater guide (original content on NYCgo.com).

NYC Broadway Week is produced by NYC & Company in partnership with The Broadway League, Telecharge, Ticketmaster and NYC & Company's preferred payment partner, Mastercard. NYC Broadway Week will be promoted through dedicated outreach to Mastercard cardholders, 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 1.5 million tickets, generating more than \$106 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 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.

About Mastercard:

Mastercard (NYSE: MA), 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 or follow @BroadwayLeague on Twitter and visit us at Facebook.com/BroadwayLeague. Follow @Broadway on Instagram for more Broadway content.

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