



NYC & COMPANY ANNOUNCES TICKETS FOR NYC OFF-BROADWAY WEEK<sup>SM</sup> FALL 2019 NOW ON SALE

—34 Off-Broadway Productions, including 20 New Participants, Will Offer 2-for-1 Tickets—

—The Program, in Partnership with Mastercard, Will Run from September 23 to October 6—

CONTACTS

Chris Heywood / Alyssa Schmid / Rachel Peace NYC & Company 212-484-1270 rpeace@nycgo.com

DATE September 9, 2019

New York City (September 9, 2019) — NYC & Company, New York City’s official destination marketing organization, in partnership with Mastercard, announces that NYC Off-Broadway Week 2-for-1 tickets are now on sale to the public at nycgo.com/offbroadwayweek. In the program’s 10th anniversary year, participating productions will begin 2-for-1 performances on the first day of fall, September 23, and continue through October 6. Locals and travelers are encouraged to seize the opportunity to see any of 34 intimate Off-Broadway productions—including 20 new participants—at an excellent value.

FOR IMMEDIATE RELEASE

“NYC Off-Broadway Week is a catalyst to experience groundbreaking, cutting-edge theater at an extraordinary value,” said Fred Dixon, president and CEO of NYC & Company. “The success of the program over the past 10 years has been remarkable as theatergoers take advantage of the 2-for-1 offer and experience some of the City’s best theatrical talent.”

The 34 shows participating in NYC Off-Broadway Week Fall 2019 are\*:

- A Musical About Star Wars\*\* Alice in Wonderland\*\* American Moor\*\* Blue Man Group Caesar and Cleopatra\*\* #DateMe: An OKCupid Experiment\*\* Doña Flor y Sus Dos Maridos\*\* Drunk Shakespeare Dublin Carol\*\* El Coronel No Tiene Quien le Escriba\*\* Fern Hill\*\* Fiddler on the Roof (A Fidler Afn Dakh)\*\* Filomena Marturano: Un Matrimonio a la Caribeña\*\* Gazillion Bubble Show Heroes of the Fourth Turning\*\* The Imbible: A Spirited History of Drinking Is This a Room\*\* Jersey Boys Katsura Sunshine's Rakugo\*\* L.O.V.E.R.\*\* La Canción\*\* Mothers\*\* Naked Boys Singing The Office! A Musical Parody\*\* Our Dear Dead Drug Lord Perfect Crime The Play That Goes Wrong Rock of Ages runboyrun & In Old Age\*\* Scotland, PA\*\* Seared\*\* Sistas: The Musical Stomp Terra Firma\*\*



\*All participating shows are subject to availability. Blackout dates may apply.  
\*\*New participants in NYC Off-Broadway Week.

"Our 10-year partnership with NYC & Company on NYC Off-Broadway Week amplifies the intimacy, variety and cool factor of the Off-Broadway theater scene for locals and visitors seeking surprises, hits and breakthrough performances at an affordable price point," said Terry Byrne, president of The Off-Broadway League.

"We are excited to sponsor NYC Off-Broadway Week, now in its 10th anniversary year. This program will offer visitors and residents the experience of seeing an Off-Broadway production at a 2-for-1 value and support New York City's innovative theatrical community," said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard.

CONTACTS

Chris Heywood /  
Rachel Peace  
NYC & Company  
212-484-1270  
rpeace@nycgo.com

DATE  
September 9, 2019

FOR IMMEDIATE RELEASE

This season, visitors to [NYCgo.com/off-broadway-week](http://NYCgo.com/off-broadway-week) will discover useful tools to determine what show(s) to see. One such user experience element is a filter to sort by the genres of Comedy, Drama, Experimental and Family. Further, NYC & Company has provided an indicator of the appropriate audience for a given production, with Teens and Adults, Family All-Ages and Adults-Only identified for each participating play, musical or performance.

NYC Off-Broadway Week is produced by NYC & Company in partnership with The Off-Broadway League and preferred payment partner Mastercard. NYC Off-Broadway Week will be promoted through exclusive content on NYCgo.com including "[5 New Shows to See During NYC Off-Broadway Week](#)," "[NYC Theater 101](#)" and "[The Ultimate Guide to Off-Broadway](#)," out-of-home media in the five boroughs, digital advertising and through social media posts @nycgo and with hashtag #NYCOffBroadwayWeek.

Since its launch in 2009, over 600 Off-Broadway productions have participated in NYC Off-Broadway Week. The program has also generated over \$3.2 million in revenue through sales; over 90,000 tickets have been sold.

**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.

**About The Off-Broadway League**

The Off-Broadway League was founded in 1959 to foster theatrical productions produced in Off-Broadway theatres (productions in Manhattan in venues with 100–499 seats), to assist in the voluntary exchange of information among its members, and to serve as a collective voice of its membership in pursuit of these goals. In the recent years the League has grown to represent an average of 150 individual members and theatres and 100 non-for-profit and commercial shows per season.

CONTACTS

Chris Heywood /  
Rachel Peace  
NYC & Company  
212-484-1270  
rpeace@nycgo.com

-30-

DATE  
September 9, 2019

FOR IMMEDIATE RELEASE