

NYC & COMPANY ANNOUNCES NYC OFF-BROADWAY WEEK PROMOTION

—Enjoy 2-for-1 Tickets for More Than 35 Off-Broadway Shows with Performances September 24 Through October 7—

New York City (September 10, 2018) — NYC & Company, New York City's official destination marketing organization, announced **NYC Off-Broadway WeekSM** tickets are on sale to the public today beginning at 10:30am EST. The popular biannual program now in its 10th year offers visitors and New Yorkers the opportunity to purchase 2-for-1 tickets to 38 unique Off-Broadway productions from September 24 through October 7, 2018. Productions include critically acclaimed *Avenue Q* and *Drunk Shakespeare*, and fan favorites *Gazillion Bubble Show*, *Puffs* and *STOMP*. Of the participants, 22 are new to the program for fall 2018. Tickets for NYC Off-Broadway Week can be purchased now at nycgo.com/off-broadway-week.

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DATE
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“Seeing an Off-Broadway show provides a unique and exciting New York City experience, offering visitors groundbreaking performances in intimate settings,” said Fred Dixon, president and CEO of NYC & Company. “Whether it’s an original production or revival of a classic, NYC & Company’s 2-for-1 Off-Broadway Week promotion offers the chance to experience cutting-edge theater at a remarkable value.”

The 38 shows participating in NYC Off-Broadway Week Fall 2018 are:

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- *Apologia***
- *Avenue Q*
- *Because I Could Not Stop: An Encounter with Emily Dickinson***
- *Blue Man Group*
- *The Book of Merman***
- *Desperate Measures*
- *Drunk Shakespeare*
- *El Coronel No Tiene Quien Le Escriba*
- *Final Follies***
- *Gazillion Bubble Show*
- *Gloria: A Life***
- *I Was Most Alive with You***
- *The Imbible: A Spirited History of Drinking*
- *India Pale Ale***
- *Jersey Boys*
- *The Marvelous Wonderettes*
- *Midnight at The Never Get***
- *Monday Night Magic***
- *Naked Boys Singing*
- *NEWSical The Musical*
- *Neurosis: A Musical That Gets in Your Head***
- *On Beckett***
- *Perfect Crime*
- *Popcorn Falls***
- *Puffs, Or: Seven Increasingly Eventful Years at a Certain School of Magic & Magic*
- *Renascense***
- *Sakina's Restaurant***
- *Sistas the Musical*
- *Sleepy Hollow the Musical***
- *Smokey Joe's Cafe: The Songs of Leiber and Stoller***
- *STOMP*
- *Tennessee Williams's A Lovely Sunday for Creve Coeur***



- *This One's for the Girls*
- *Trainspotting Live***
- *The True***
- *Vitaly: An Evening of Wonders***
- *What the Constitution Means to Me***
- *BLACK LIGHT***

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

“There are great Off-Broadway shows for everyone—from classic favorites to long-running performances, critics’ picks, musical revivals, family-friendly story lines and more,” said Terry Byrne, president of The Off-Broadway League. “Our long-standing partnership with NYC & Company for NYC Off-Broadway Week allows visitors and New Yorkers to experience the most innovative, engaging new plays and musicals in New York City.”

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NYC Off-Broadway Week is produced by NYC & Company in partnership with The Off-Broadway League. NYC Off-Broadway Week will be promoted through exclusive content on NYCgo.com, out-of-home media in the five boroughs, print and digital advertising, commercials running in NYC taxicabs and through social media posts on @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 more than \$3 million in revenue through ticket sales, of which more than 85,000 have been sold.

For more information and tickets, visit nycgo.com/off-broadway-week.

About NYC & Company:

NYC & Company is the official destination marketing organization 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.