



NYC & COMPANY ANNOUNCES
NYC OFF-BROADWAY WEEKSM 2-FOR-1 TICKETS
NOW ON SALE FOR WINTER 2019

—Enjoy more than 30 Off-Broadway Productions with
Performances February 11–24—

New York City (January 28, 2019) — NYC & Company, New York City's
official destination marketing organization, today announced that NYC Off-
Broadway Week 2-for-1 tickets are on sale to the public at
nycgo.com/offbroadwayweek. Celebrating its 10th anniversary this year, the
popular biannual two-week program will run from February 11 to 24, 2019.
Visitors and New Yorkers are encouraged to seize the opportunity to see 33
unique Off-Broadway productions—including 12 new participants—at an
excellent value. NYC Off-Broadway Week Winter 2019 includes musical
revivals, family-friendly plays, enduring classics, magic shows, celebrity
comedians and original productions.

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DATE
January 28, 2019

FOR IMMEDIATE RELEASE

“NYC Off-Broadway Week offers access to a wide variety of cutting-edge
theater at extraordinary value,” said Fred Dixon, president and CEO of NYC
& Company. “We invite everyone to celebrate the 10th anniversary of NYC
Off-Broadway Week with 2-for-1 tickets at more than 30 shows from
February 11 through 24.”

The 33 shows participating in NYC Off-Broadway Week winter 2019 are:

- Alice By Heart
Avenue Q
Beauty and The Beast
Blue Man Group
Boesman and Lena*
By the Way, Meet Vera Stark*
The Cake*
Colin Quinn: Red State Blue State*
The Dance of Death
Drunk Shakespeare
Gazillion Bubble Show
Gloria: A Life
God Said This*
Hurricane Diane*
If Pretty Hurts Ugly Must Be a Muhfucka*
The Imbible: A Spirited Jersey Boys
La Celestina
Mies Julie*
Monday Night Magic
Musicals in Mufti: Alan Jay Lerner Celebration*
Naked Boys Singing
NEWSical The Musical
The Other Josh Cohen
Perfect Crime
The Play That Goes Wrong*
Puffs, or: Seven Increasingly Eventful Years at a Certain School of Magic and Magic
The Shadow of a Gunman
Sistas The Musical
STOMP
Superhero*
History of Drinking
This One's for the Girls
We are the Tigers*

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



"Off-Broadway provides affordable theater for locals and visitors seeking groundbreaking, innovative performances" said Terry Byrne, president of The Off-Broadway League. "This winter season marks the 10th anniversary of NYC Off-Broadway Week, made possible by our long-standing partnership with NYC & Company."

NYC Off-Broadway Week is produced by NYC & Company in partnership with The Off-Broadway League and Mastercard. NYC Off-Broadway Week will be promoted through exclusive content on nycgo.com, out-of-home media in the five boroughs, digital advertising and through social media posts @nycgo and with hashtag #NYCOffBroadwayWeek.

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Since its launch in 2009, over 600 Off-Broadway productions have participated in NYC Off-Broadway Week. The program has also generated over \$3 million in revenue through sales; over 85,000 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.

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.

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