



NYC & COMPANY INVITES LOCALS AND VISITORS TO BOOK TICKETS FOR NYC OFF-BROADWAY WEEK<sup>SM</sup>

—33 Productions, Including 18 New Participants, Offering 2-for-1 Tickets from February 10 to 23—

—Mastercard Supporting Value Program for Theatergoers—

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DATE
January 27, 2020

New York City (January 27, 2020) — NYC & Company, New York City’s official destination marketing organization, in partnership with Mastercard, today announced that NYC Off-Broadway Week 2-for-1 tickets are on sale to the public at nycgo.com/off-broadway-week. Participating shows are offering 2-for-1 tickets beginning February 10 and continuing for nearly two weeks through February 23. Locals and travelers are encouraged to see any of 33 intimate Off-Broadway productions, more than half of which are new participants in the program.

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“NYC Off-Broadway Week, now in its 12th year, encourages New Yorkers and visitors to experience inventive theater in an intimate setting. From family-friendly plots to feminist missives, irreverent comedies and timely social topics, the twice-a-year program offers something for everyone,” said Fred Dixon, president and CEO of NYC & Company.

The 33 shows participating in NYC Off-Broadway Week Winter 2020 are\*:

- 1. 72 Miles to Go\*\*
2. A Musical About Star Wars
3. Blue Man Group
4. Bob & Carol & Ted & Alice\*\*
5. BOOM\*\*
6. The Confession of Lily Dare\*\*
7. Dana H.\*\*
8. Dracula\*\*
9. Drunk Shakespeare
10. Emojiland\*\*
11. Forbidden Broadway\*\*
12. Frankenstein\*\*
13. Gazillion Bubble Show
14. Happy Birthday Doug\*\*
15. Harry Townsend’s Last Stand\*\*
16. The Imbible: A Spirited History of Drinking
17. Jersey Boys
18. Katsura Sunshine’s Rakugo
19. The Little Mermaid
20. Miss America’s Ugly Daughter\*\*
21. Monday Night Magic
22. The Office! A Musical Parody
23. Paradise Lost\*\*
24. Perfect Crime
25. The Perplexed\*\*
26. The Play That Goes Wrong
27. Rock of Ages
28. Sistas The Musical
29. STOMP
30. Unknown Soldier\*\*
31. The Unsinkable Molly Brown\*\*
32. We’re Gonna Die\*\*
33. Where We Stand\*\*

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



"Our 12-year partnership with NYC & Company on NYC Off-Broadway Week continues to attract new audiences to Off-Broadway who may not have otherwise considered the off-the-beaten-path destination, the variety of cool shows on stage or the opportunity to see a production before its mainstream success," said Terry Byrne, president of The Off-Broadway League.

"In an age where we value experiences over things, we are pleased to continue our sponsorship of NYC Off-Broadway Week. By providing an accessible means for Mastercard cardholders to experience the cutting edge of NYC's dynamic performing arts scene, people can share their passion for the arts with those that matter most to them," said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard.

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This season, visitors to [nycgo.com/off-broadway-week](http://nycgo.com/off-broadway-week) will find useful tools such as a filter to sort productions by: Location, Kid-Friendly, Musical, Play and Performance. Indecisive browsers can also save shows of interest, to then book upon further consideration (although some shows do sell out).

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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 "[6 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, the program has generated over \$3.8 million in revenue through sales and over 105,000 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.

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