



September 2010 is Back2Broadway month

**SEPTEMBER IS ...
BACK2BROADWAY MONTH!**

**BROADWAY ON BROADWAY KICKS OFF ANNUAL PROGRAM
to HIGHLIGHT BROADWAY and the NEW SEASON.**

**PROGRAM DETAILS UPDATED DAILY ON
www.ILoveNYTheater.com**

**NEW SHOWS * FREE EVENTS * SPECIAL TICKET OFFERS* GREAT DINING DEALS
and more**

(New York, NY)—The annual free outdoor concert Broadway on Broadway on September 12th officially kicks off Back2Broadway Month! For the second year, Back2Broadway Month will celebrate the entire Broadway community, highlight the new season, and provide added value for consumers including free events, great ticket offers, special dining deals, concerts, interactive activities and more.

Theatregoers and Broadway fans can enjoy numerous events including: the annual free concert Broadway on Broadway on September 12th, Broadway Salutes special event on September 14th to celebrate those who have worked over 25 years on Broadway, Broadway Open Call Karaoke and Broadway Dance lessons in Times Square, Broadway Open House Theatre Tours, SIRIUS XM Radio “Live on Broadway” Lunchtime Concerts, and Talent Panels. www.ILoveNYTheater.com is the source of all Back2Broadway information, and theatregoers can follow on [Facebook.com/BroadwayLeague](https://www.facebook.com/BroadwayLeague), [Twitter.com/TheBwayLeague](https://twitter.com/TheBwayLeague), and [YouTube.com/BroadwayLeaguevideos](https://www.youtube.com/BroadwayLeaguevideos). Paul Libin, Chairman of The Broadway League, says, “I hope the 11.89 million people who attended Broadway shows last season will return again to experience the exciting new season, plus catch up on long-running plays and musicals that top their wish lists! As always, great seats are easy to buy and available at every price point. Thanks to programs like Back2Broadway that provide specials for shows and restaurants, Broadway remains accessible for all New Yorkers. Broadway contributes \$9.8 billion to the economy of New York City on top of ticket sales, and supports 84,400 local jobs, so audience development is a key focus.”

Charlotte St. Martin, Executive Director of The Broadway League, states, “The second Back2Broadway Month celebrates annual favorites such as Broadway on Broadway free outdoor concert in Times Square, as well as newer events such as Broadway Salutes which celebrates those who have worked over 25 years on Broadway. The many happenings celebrate the collaborative community of Broadway which includes talented actors, genius creative teams, and an enthusiastic audience of theatregoers who thrive on the magic they find on our Broadway stages!”

KEY DATES:

SUNDAY, SEPTEMBER 12th at 11:30am

Broadway on Broadway® free concert presented by HUE LEGGINGS and Continental Airlines, and proudly sponsored by AT&T and The New York Times - This free outdoor concert in the heart of Times Square kicks off the new Broadway season with star performances from new shows and long-running favorites, accompanied by a live 30-piece orchestra. (Times Square, 11:30am)
broadwayonbroadway.com

TUESDAY, SEPTEMBER 14th

Broadway Salutes – Second annual public celebration presented by The Broadway League and the Coalition of Broadway Unions and Guilds (COBUG) honoring the myriad of artists who have made Broadway great for decades – with special recognition for those who have worked 25, 35, and 50 years in their respective theatrical craft. (Duffy Square, 4:00pm)

WEDNESDAY, SEPTEMBER 15th

Broadway Open Call Karaoke in Times Square - Sing your favorite show tunes in the heart of Times Square, hosted by Sirius XM Radio's Julie James. (Duffy Square, 5:00pm)

WEDNESDAY, SEPTEMBER 22nd

Broadway Dance Studio in Times Square – Learn the hottest moves in the middle of the theatre district! Hosted by Sirius XM Radio's Julie James (Duffy Square, 5:00pm)

SATURDAY, SEPTEMBER 25th

Broadway Open House Theatre Tours – An exclusive look at what goes on in Broadway's historic playhouses before the audience comes in.

SUNDAY, SEPTEMBER 26th

Broadway Flea Market and Grand Auction benefiting Broadway Cares/Equity Fights AIDS – The biggest and brightest stars from Broadway, Off-Broadway, dance and daytime television come out to greet fans and sell memorabilia. Costume pieces, autographs, original scripts, rare photographs, and more. (Shubert Alley, 10:00am – 7:00pm)

WEDNESDAY, SEPTEMBER 15, 22, 29

SIRIUS XM Radio “Live on Broadway” Lunchtime Concert hosted by Seth Rudetsky - Free live taping of weekly national satellite radio program featuring musical performances and interviews with Broadway stars (Broadway Concierge & Ticket Center®, 12:00pm – 1:00pm)

WEDNESDAY, SEPTEMBER 29th

Broadway Star Chat: Interactive panel discussion featuring Broadway stars and insiders.

THURSDAY, SEPTEMBER 30th

Broadway Happy Hour – A chance to mingle with Broadway stars, insiders and theatre-lovers. Details to be announced on [Facebook.com/BroadwayHappyHour](https://www.facebook.com/BroadwayHappyHour). To get more information and a full calendar of events, visit IloveNYTheater.com And also find us on Facebook and Twitter

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The Broadway League**

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The New York Times**

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Audience Rewards
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SIRIUS XM Radio
Times Square Alliance**

About The Broadway League

The Broadway League, founded in 1930, is the national trade association for the Broadway industry. The League's 600-plus members include theatre owners and operators, producers, presenters, and general managers in over 240 North American cities, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada. Visit www.BroadwayLeague.com. Follow on Twitter @[TheBwayLeague](https://twitter.com/TheBwayLeague) or on www.Facebook.com/BroadwayLeague.

To get more information including times and locations, and a full calendar of events, visit www.ilovenytheater.com.

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