



*All of Times Square is a stage  
as Broadway takes over the crossroads  
of the world...*

**Broadway On Broadway® , Sunday,  
9/12/10 in Times Square, New York  
City, 11:30 am**

Annual free outdoor concert in the heart of Times Square kicks off the new Broadway season and this year's Back2Broadway Month with star performances from new shows and long-running favorites, accompanied by a live 30-piece orchestra. Presented by HUE Leggings and Continental Airlines, and proudly sponsored by the New York Times.

## **Produced by the Broadway League and The Times Square Alliance**

(New York, NY)—The Broadway League and The Times Square Alliance have announced that the 19th Annual Broadway on Broadway® free outdoor concert, presented by HUE Leggings and Continental Airlines and proudly sponsored by AT&T and The New York Times, will take place on Sunday, September 12th at 11:30 am in Times Square (entrance on 43rd Street and Broadway). The annual free outdoor concert in the heart of Times Square, crossroads of the world, kicks off the new 2010-2011 Broadway season and this year's Back2Broadway Month with star performances from new shows and long-running favorites, accompanied by a live 30-piece orchestra.

A complete list of shows performing will be announced soon. Times Square will be “standing room only” to make room for the tens of thousands of attendees, so fans should arrive early! The festivities will stretch from 43rd to 47th streets. Information can be found on [www.BroadwayonBroadway.com](http://www.BroadwayonBroadway.com)

Back2Broadway Month will celebrate Broadway overall, highlight the new season and provide added value components for consumers including free events, talkbacks, concerts, interactive activities, and more.

Produced by The Broadway League and The Times Square Alliance, Broadway on Broadway is presented by HUE Leggings and Continental Airlines and proudly sponsored by AT&T and The New York Times. Additional support is provided by Theatre Development Fund and the Music Performance Fund. IMG Media, the world's largest packager and producer of sports and live event television, is producing Broadway on Broadway® for the fourth time.

### **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](http://www.BroadwayLeague.com). Follow on Twitter @[TheBwayLeague](https://twitter.com/TheBwayLeague) or on [www.Facebook.com/BroadwayLeague](http://www.Facebook.com/BroadwayLeague)

**About The Times Square Alliance:**

The Times Square Alliance, founded in 1992, works to improve and promote Times Square. In addition to providing safety and sanitation services, the Alliance coordinates many major events in Times Square including New Year's Eve, manages the City's busiest Tourism Center and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues. Visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org) for more information.

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**Photos below from last year's Broadway On Broadway®. All photos by Matthew Arnold and are courtesy of The Times Square Alliance.**



LAST YEAR'S BROADWAY ON BROADWAY: Thousands gather for Broadway on Broadway in Times Square on September 13, 2009. Photo: Matthew Arnold



MAYOR MICHAEL BLOOMBERG: The Mayor at the 2009 Broadway On Broadway.  
Photo: Matthew Arnold



'FELA!' CAST PERFORMS: The cast of 'Fela!' performs at Broadway on Broadway on September 13, 2009. Photo: Matthew Arnold



'BILLY' ON BROADWAY: Haydn Gwynne and the cast of 'Billy Elliot' belting out a song at Broadway on Broadway on September 13, 2009. Photo: Matthew Arnold



'IN THE HEIGHTS' IN THE STREETS: The cast of 'In The Heights' performing at Broadway on Broadway on September 13, 2009. Photo: Matthew Arnold



'CHICAGO IN NY': Deidre Goodwin and the cast of 'Chicago' performing at Broadway on Broadway on September 13, 2009. Photo: Matthew Arnold