



Kids' Night on Broadway Halloween

*A Special Costumed
Kids' Night on Broadway
Sunday, October 31, 2010*

Celebrating the 60th Anniversary of Trick-or-Treat for
UNICEF

TICKETS ON SALE NOW

(New York, NY) – Tickets to participating shows for a special Halloween KIDS' NIGHT ON BROADWAY (KidsNightonBroadway.com) are currently on sale.

KIDS' NIGHT ON BROADWAY is when kids ages 6 to 18 can see Broadway shows for free when accompanied by a full-paying adult. A KIDS' NIGHT ON BROADWAY ticket includes pre-theatre parties, restaurant discounts, parking discounts, special kids' souvenir program provided by PLAYBILL and Theatre Development Fund, and more.

This special KIDS' NIGHT ON BROADWAY will take place in New York City on October 31, 2010 with a pre-theatre Halloween party from 11:00am to 2:00pm at Madame Tussauds New York. Kids' Night ticket holders will experience unique theatre activities as well as the famous attraction for free! To celebrate Halloween, there will be festive Broadway costume events. More detailed information to be announced.

KIDS' NIGHT ON BROADWAY is generously presented by The New York Times and is officially sponsored by Madame Tussauds New York and the Theatre Development Fund. This special Halloween edition of KIDS' NIGHT is made possible by the generous support of Playbill®, and will salute UNICEF and the 60th Anniversary of their time-honored Trick-or-Treat for UNICEF program, which, since its inception, has raised nearly \$160 million for UNICEF's lifesaving programs worldwide.

“Look for little Elphabas, Addams Family kids, Billys and ballerinas, Simbas, plus more ... during our first Kids' Night on Broadway spook-tacular!” said Charlotte St. Martin, Executive Director of The Broadway League. “We're looking forward to seeing how Broadway characters inspire kids who love Broadway during Halloween, and all year long!”

To purchase tickets to KIDS' NIGHT ON BROADWAY and for more information including list of discounted restaurants and parking garages, theatregoers can visit KidsNightonBroadway.com. Tickets can also be purchased via broadwayoffers.com or ticketmaster.com or at the individual theatre box offices. USE CODE KNOB2010.

Participating shows* (to date) include:

Broadway Shows:
THE ADDAMS FAMILY
AMERICAN IDIOT
BILLY ELLIOT THE MUSICAL
CHICAGO
FELA!
LA CAGE AUX FOLLES
THE LION KING
LOMBARDI

MARY POPPINS
MEMPHIS
NEXT TO NORMAL
PROMISES, PROMISES
RAIN: A TRIBUTE TO THE BEATLES
WICKED

Off Broadway Shows:

JOHN TARTAGLIA'S IMAGINOCEAN
STOMP
THE 39 STEPS

(*subject to change, and some shows not available for all performances)

All information about Kids' Night on Broadway can be found at KidsNightOnBroadway.com and on [Facebook](https://www.facebook.com/KidsNightOnBroadway).

KIDS' NIGHT ON BROADWAY SOUVENIR PLAYBILL: Written by teens, this special Halloween edition of Playbill will be an extra fun keepsake for young theatre fans. Generously provided by Playbill and the Theatre Development Fund, it is provided free of charge to all kids who attend the theatre on Kids' Night on Broadway, and is available for download at KidsNightonBroadway.com.

KIDS' NIGHT ON BROADWAY salutes Trick-or-Treat for UNICEF as one of the longest-running youth volunteer initiatives in America. For 60 years, Trick-or-Treat for UNICEF has served as The Original Kids Helping Kids® campaign, providing America's children with a fun and effective way to make a difference in the lives of the world's children.

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