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SHOW-SCORE AND PARITY PRODUCTIONS LAUNCH PARTNERSHIP TO SUPPORT A 50/50 HIRING STANDARD

FREE PROMOTIONAL SUPPORT FOR PRODUCTIONS WITH CREATIVE TEAMS COMPRISED OF 50%+ WOMEN AND TRANSGENDER ARTISTS

January 9, 2018 (New York, NY): **Parity Productions**, a New York theater company that champions gender parity across the theater industry and **Show-Score**, a free fan website for New York City theater, today announced a unique partnership that promotes productions comprising at least 50% women and transgender artists in their creative teams (directors, designers, and playwrights).

The partnership will combine Parity's gender advocacy initiative (the **Qualifying Productions Program**) with Show-Score's promotional power to make it easy for theater fans to discover shows they'll love that also support gender parity on the New York stage.

Parity's Qualifying Productions Program is a key part of their mission. In addition to producing their own work with 50/50 hiring standards, their advocacy program provides extensive and free promotional support to other New York productions that have filled at least 50% of the roles on their creative teams with women and/or transgender artists. They provide promotional support to these productions with press releases, eblasts, social media, and now through this partnership, to special promotion on Show-Score. Show-Score will highlight Qualifying Productions in a [dedicated guide](#) on the website, on the Show-Score [home page](#), and through emails and social media to Show-Score's community of 225,000+ theater fans.

"We are big fans of Show-Score and the way they connect their community of theatergoers to shows across Broadway, Off-Broadway, and Off-Off. This partnership is thrilling because, in addition to being fans of the site, it gives us an even greater platform to expand our Qualifying Productions program," says Ludovica Villar-Hauser, Parity Productions' Founder and Artistic Director.

"Parity Productions is unique in its commitment to advocacy for women and transgender artists, and to a fairer hiring standard across the industry. The passion with which they champion productions across the city is inspiring," says Show-Score Co-Founder Deeksha Gaur. "70% of our member community--and the majority of all theater audiences--identify as women, yet creative teams still skew heavily male. We are thrilled to offer promotional support to

productions that more closely reflect the diversity of our membership and of theater fans in general.”

All Qualifying Productions can be found [here](#).

ABOUT PARITY PRODUCTIONS

In 2017 alone, Parity Productions provided 152 New York-based theatrical productions On and Off-Broadway with extensive free promotional support. Parity's efforts in this regard have been cited in the New York Times, American Theatre Magazine, Broadway World, Backstage and by industry artists and key theatre companies. “By shining a light on these directors, playwrights, and designers, Parity Productions is helping all of us make sure that these essential voices are not only being heard but are being amplified, promoting work that challenges us, inspires us and urges us to be better artists and people,” says Off-Broadway theatre company, New York Theatre Workshop.

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www.parityproductions.org

ABOUT SHOW-SCORE.COM

For people who enjoy live theater, Show-Score.com simplifies the theater landscape to help you discover shows you'll love, from people you trust, at the right price for you. Inspired by how Rotten Tomatoes covers movies, Show-Score.com uses simple numeric rankings and useful categories to organize a powerful mix of theater reviews from our vibrant user community, all of the professional reviews for a given show, and direct links to ticket deals.

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