



For Immediate Release
September 10, 2019

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SHOW-SCORE PROMOTES CO-FOUNDER DEEKSHA GAUR TO CEO WEBSITE ENTERS NEXT PHASE OF GROWTH WITH A FOCUS ON REGIONAL MARKETS

September 10, 2019 (New York, NY) -- Show-Score.com, the leading online community for theater fans, today announced the promotion of the site's co-founder, Deeksha Gaur, to Chief Executive Officer. Show-Score's founding CEO Tom Melcher is now the company's Chairman.

Show-Score has grown in the last four years to become the number one community for theater fans, with close to 300,000 members nationwide. These fans have contributed over 400,000 consumer reviews of NYC theater, helping their fellow audience members discover shows they will love. Now, Show-Score enters a new phase as it plans to expand nationally over the next year.

"60% of our members live outside of NYC, and regularly ask for our help discovering nearby shows. I'm delighted that Deeksha will help us further our mission by connecting these fans to their local theaters around the country," said Melcher. "Her experience in the non-profit theater in three regional markets makes her keenly aware of the challenges facing both fans and theater makers. Since co-founding Show-Score, Deeksha has added strong tech skills to her theater industry credentials, which makes her perfectly positioned to drive our continued growth."

Said Gaur: "I'm thrilled to help drive Show-Score's next phase of growth. I started my career as a marketing director for the non-profit theater, so I understand how hard it is to capture consumer attention on limited budgets. At Show-Score, we've figured out how to document and organize word of mouth, which is always the biggest driver of ticket sales. Our approach has worked well in New York, and we're confident, based on our tests to date, that they will work as well in regional markets."

Show-Score will announce its expansion plans in more detail in the coming months.

Deeksha Gaur is Co-Founder and Chief Executive Officer at Show-Score.com, the leading online theater fan community that helps audiences discover and enjoy live theater. She comes to the startup world from the not-for-profit theater, where she held senior marketing and PR positions at Woolly Mammoth Theatre Company, Two River Theater Company, and Long Wharf

Theatre. She currently serves as Treasurer of the Board at SPACE on Ryder Farm, an artist and activist retreat in upstate New York, and also sits on the board of the award-winning Off-Broadway theater company, Ars Nova. She is a recipient of a TCG New Generation Future Leaders grant and The Foundry Theatre's Producer's Chair award. She has guest lectured in arts marketing at New York University, Howard University, and Yale University. She has an MA in history from Cambridge University and an MFA in Theater Management from Yale School of Drama.

ABOUT SHOW-SCORE

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, the major professional reviews for a given show, and direct links to ticket deals from a variety of outlets.

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