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Contact: Deeksha Gaur

Co-Founder & CEO, Show-Score

(203) 675-9164 | deeksha@show-score.com



Contact: John McEwen

Executive Director, New Jersey Theatre Alliance

973-731-6582 x13 | Jmcewen@njtheatrealliance.org

SHOW-SCORE & NEW JERSEY THEATRE ALLIANCE ANNOUNCE SHOW-SCORE NEW JERSEY

**WEBSITE LAUNCHES FIRST REGIONAL MARKET IN INNOVATIVE PARTNERSHIP WITH
NEW JERSEY THEATRE COMPANIES**

October 10, 2019 (New York, NY) -- **Show-Score.com**, the leading online community for theatre fans, and the **New Jersey Theatre Alliance**, the umbrella organization for New Jersey's professional producing theatre companies, today announced the launch of Show-Score's first regional edition: Show-Score New Jersey. To celebrate the launch, Show-Score and the New Jersey Theatre Alliance will host a contest to give away \$1,000 worth of tickets to professional New Jersey theatre. To enter to win and to explore everything this site has to offer to theatre fans, the public can visit www.show-score.com/nj.

Show-Score.com helps audiences discover shows they'll love by simplifying the theatre landscape, with comprehensive show listings, useful categories that highlight new shows that are getting buzz, direct links to ticket deals from a variety of outlets, and helpful reviews from its vibrant member community as well as critics from major publications.

In an unprecedented public/private partnership, New Jersey Theatre Alliance and Show-Score.com have joined together to tackle a growing ecosystem-wide problem: producing theatre in the face of declining arts coverage.

"Over the last few years, the Alliance's marketing committee has consistently identified the decline in arts coverage as one of the biggest issues threatening the theatre ecosystem," said New Jersey Theatre Alliance Executive Director John McEwen. "Show-Score's ability to harness word of mouth and build community for theatre struck us as an intriguing and important model that will help drive new audiences to our professional theatres."

Added Show-Score CEO Deeksha Gaur: "We're thrilled to be launching this pilot partnership with the New Jersey Theatre Alliance. It's very exciting to work with a partner that is committed to creating new models for audience engagement, particularly in such a challenging climate. We

look forward to helping New Jersey audiences discover the highest caliber of theatre right in their own backyards, and helping shows and institutions raise their profile as a result.”

This project has been developed with significant input and guidance from the New Jersey Theatre Alliance member organizations. Michael Hurst, Managing Director of Two River Theater in Red Bank, NJ and Vice Chair of the board of trustees for the Alliance said: “We are proud that New Jersey is the first market Show-Score will be expanding into beyond New York. The site has close to 300,000 members and sophisticated technology which will enable Two River Theater—and many of New Jersey’s professional theatre companies—to reach avid theatregoers most interested in the artists and themes of our productions. We look forward to building our audiences with this new opportunity in partnership with Show-Score and New Jersey Theatre Alliance.”

“The members of the New Jersey Theatre Alliance now have access to one of the most exciting live theatre innovations,” added Rick Engler, Director of Marketing for George Street Playhouse. “The fast-paced growth of Show-Score in just a few years proves that audiences prefer getting their reviews from other theatre-goers. Show-Score already has a significant number of New Jersey members and we look forward to seeing that number grow as the Theatre Alliance launches this latest project.”

Since 1981, New Jersey Theatre Alliance has been a nationwide leader in developing model programs which foster collaboration, cooperation, and audience development. In working with Show-Score—which has grown in the last four years to become the number one community for theatre fans, with close to 300,000 members who have contributed over 400,000 consumer reviews of NYC theatre—the Alliance will further its commitment to both New Jersey audiences and institutions, and build new models of engagement for the field. The Show-Score New Jersey partnership is funded in part by the New Jersey State Council on the Arts, Department of State, New Jersey Division of Travel and Tourism, and The Shubert Foundation.

Visitors to the site from New Jersey will automatically be directed to the New Jersey edition from show-score.com. All visitors can see the New Jersey edition at www.show-score.com/nj.

To enter the contest to win \$1,000 worth of tickets to professional New Jersey theatre, theatre fans can go to www.show-score.com/njcontest.

ABOUT SHOW-SCORE

For people who enjoy live theatre, Show-Score.com simplifies the theatre 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 theatre 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.

ABOUT NEW JERSEY THEATRE ALLIANCE

New Jersey Theatre Alliance unites, promotes, strengthens, and cultivates New Jersey's professional theatres. It advances the theatre community by developing innovative, collaborative, and engaging programs and services for member theatres and their diverse audiences. The 30 member theatres are both large and small with a wide variety of repertoires, each a fully functioning business that pays its staff and artists (designers, technicians, directors, and actors). Through their programming, these theatres inspire, challenge, and entertain about one million theatre-goers annually, and enrich communities through outreach programs and arts education.

Funding for the New Jersey Theatre Alliance is provided in part by the New Jersey State Council on the Arts/Department of State as well as contributions from individuals, corporations, and foundations including the Geraldine R. Dodge Foundation, The Horizon Foundation for New Jersey, Bank of America, The Shubert Foundation, The Blanche and Irving Laurie Foundation, Investors Bank, The Hyde and Watson Foundation, Kessler Foundation, The F.M. Kirby Foundation, E.J. Grassmann Trust, The Union Foundation, and The Healthcare Foundation of New Jersey.

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