

SHOW-SCORE ANNOUNCES THEATER PACKAGES FOR BROADWAY TOURISTS

The Popular NYC Theater Site Now Offers
One-Stop Ticketing Paired with Immersive Theatrical Experiences

New York City, NY (May 14, 2018) – As theater fans turn their attention to the upcoming TONY AWARDS® on June 10th, Show-Score has launched a new way for tourists to experience Broadway while stretching their vacation dollars.

According to the Broadway League, tourists buy 61% of Broadway tickets. These consumers already have many ways to book their flights and hotels, but planning a theater vacation typically requires wrangling many different websites -- for tickets, meals, and other theater-related activities in between shows.

Show-Score has radically simplified this process. In collaboration with 13 Broadway shows (more coming soon), tourists living outside NYC can now buy a “Show-Score Package” seamlessly on Show-Score.com. Each Package includes your choice of seats (which you get to see before you buy), along with your choice of a fun theater-related “Experience.” The combined package is the same price as a normal ticket from the box office, or sometimes even less, offering great value for the money.

There are more than 25 different “Experiences” to choose from, including:

- **“Theater Treasures at the Metropolitan Museum of Art”** On your guided stroll through the galleries, you’ll learn about the links between theater and great works of art by Renoir, Degas, Picasso, Seurat, Caravaggio, Sargent and others. Your guide is a fourth-generation stage performer with summa cum laude degrees from Northwestern in theater and art history, and an experienced arts educator.
- **“The Sardi’s Tour”** Get the inside scoop on Sardi’s, the epicenter of Broadway life since 1921. Explore the place where famous shows started, classic movies were filmed, and iconic caricatures were drawn.
- **“Tour of The Actor’s Temple”** You’ll learn all about the Temple’s famous members and get an insider’s view of its fascinating and beautiful galleries. The tour is led by Rabbi and Cantor Jill Hausman, a former singer and actress, who will lead a lively discussion about Jewish influences on Broadway and beyond.
- **“Fun with a Fight Scene”** The Montagues and the Capulets aren’t the only ones who can hold their own in combat. After you take our “Fun with a Fight Scene” class, you’ll become a regular Musketeer! (If musketeers fought with pool noodles, that is.)
- **“Broadway Sip ‘N Paint”** Wine and showtunes? Yes, please! Come unwind with us as we un-cork our inner theater geek by painting an image inspired by a particular Broadway show. No artistic skills required!

See all the Experiences at <http://www.show-score.com/experiences>.

Finally, each show listing also includes recommendations for nearby restaurants, with direct links to TripAdvisor reviews, making planning even easier.

“Sixty-five percent of our members live outside NYC,” said Tom Melcher, Show-Score Founder and CEO. “We invented “Experiences” since they wanted to have more theater fun in between shows, and then we created personalizable “Packages” to make planning even easier and more affordable.”

Founded less than 3 years ago, Show-Score lists all NYC theatrical productions with 7 performances or more. For each show, the site collects and excerpts all critic reviews, and invites members (membership is free) to also review shows. This has already happened more than 310,000 times, which is 6 times more than the consumer reviews of NYC theater written on Facebook, TripAdvisor and Yelp combined during the same time period.

For more information or to arrange an interview with Founder and CEO Tom Melcher, please contact Tara Fitzpatrick Portanova at Tara.Fitzpatrick@42west.net

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, all of the professional reviews for a given show, and direct links to ticket deals.

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