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## **SHOW-SCORE PROMOTES DEEKSHA GAUR AND VICTORIA CAIRL TO SENIOR VICE PRESIDENTS**

### **SIGNALS CONTINUING GROWTH OF THE LEADING THEATER FAN SITE**

July 30, 2018 (New York, NY): **Show-Score.com**, the leading fan site for theater, today announced that Deeksha Gaur has been promoted to Co-Founder and SVP Business Operations, and that Victoria Cairl has been promoted to SVP Strategic Partnerships.

Ms. Gaur co-founded Show-Score in 2015, after a career in non-profit theater, holding senior marketing roles at Long Wharf Theatre, Two River Theater Company, and Woolly Mammoth in Washington, DC. She is a graduate of Cambridge University and Yale School of Drama.

Ms. Cairl joined Show-Score in 2016, after commercial theater and non-profit tourism marketing and sales roles at Serino Coyne, Allied Live, Disney Theatricals, The Metropolitan Museum of Art, and Lincoln Center. She is a graduate of Bennington College.

"It's great fun to work with these two powerhouse theater executives," said Tom Melcher, founder and CEO of Show-Score.com. "The vision for Show-Score has always been to help theater fans discover shows they'll love, so they attend more often. Vic and Deeksha bring unique experience from the commercial and non-profit worlds, which is driving our continued innovation to everyone's benefit."

Show-Score.com, launched less than 3 years ago, now has more than 230,000 members, who are mostly within the 5% "active" audience segment, which buys 30% of all Broadway tickets, according to Broadway League research. These members have collectively written 6 times more consumer reviews of NYC theater on Show-Score.com than have been written on Facebook, TripAdvisor, and Yelp **combined** during the same time period.

#### **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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