

**FROM: TIMES SQUARE ALLIANCE**

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**TIMES SQUARE ALLIANCE UNVEILS LARGE PLAYBILL GALLERY  
IN TIMES SQUARE APRIL 7**

*As 15 New Broadway Shows open, Times Square is Transformed into a Grand Gallery of Playbills*

**Times Square, March 31, 2022** - [The Times Square Alliance](#) announces the Broadway Grand Gallery exhibition to be unveiled on April 7 at 11am in Times Square. With 15 new shows opening by the end of April 2022, this gallery will feature 21 currently running shows on 11 large Playbill monoliths. The unveil event will be hosted by **Donnie Kehr** and will feature remarks and performances to welcome the public to enjoy the installation on the Broadway Plaza between 47<sup>th</sup> and 48<sup>th</sup> Streets and will be on display through June 15, 2022.

Pedestrians in Times Square on Broadway between 47<sup>th</sup> and 48<sup>th</sup> Streets will encounter a garden of gigantic Playbills featuring current running shows creating multiple photo and social media opportunities.

Each monolith will include 2 shows on each side for a total of 11 on the Times Square Plaza totaling 21 participating shows. They will each be ten feet tall, six feet wide and three feet deep. The sides of each will be designed by each of the shows and will include information including description text, photos, the show's logo, a QR code to their own Playbill webpage, and a QR code powered by a ticketing agent to allow for ticket purchases. Some will include a map showing guests where the theater is in relation to the exhibit. There will be a "Title" monolith describing the exhibit and a full map of theatres located in Times Square / the Theater District.

On April 7<sup>th</sup> at 11:00 the Broadway Grand Gallery will be opened to the public via a small concert and with remarks from the Times Square and Broadway communities. The event will be filmed and promoted on [Playbill.com](http://Playbill.com). Speakers will include:

Tom Harris, President of the Times Square Alliance  
Alex Birsh, Vice President and Chief Operating Officer of Playbill  
Charlotte St. Martin, President of The Broadway League

In addition to the speaking portion, there will be live performances in Times Square hosted by **Donnie Kehr** at the Playbill Sing for Hope Piano and will feature **Jessica Vosk** and **Alex Newell**.

21 shows participating in the Broadway Grand Gallery:

Aladdin  
The Book of Mormon  
Come From Away  
Company  
Dear Evan Hansen  
Funny Girl  
Hadestown  
Harry Potter and the Cursed Child  
Jersey Boys  
The Lion King  
The Little Prince  
Little Shop of Horrors  
MJ The Musical

Moulin Rouge! The Musical!  
Mr. Saturday Night  
Mrs. Doubtfire  
The Phantom of the Opera  
The Play That Goes Wrong  
Plaza Suite  
Six: The Musical  
Tina: The Tina Turner Musical

Representatives from various shows will be on hand for photo opportunities after the program (list in formation and will be updated in follow ups):

- **SIX:** Adrianna Hicks (Catherine of Aragon); Keri René Fuller (Jane Seymour); Joy Woods (Catherine Parr)
- **JERSEY BOYS:** CJ Pawlikowski (Bob Gaudio); Tristen Buettel (Lorraine and other roles); John Gardner (Gyp DeCarlo and other roles); Joey LaVarco (Joey and other roles); Michelle Rombola (Mary Delgado and others); Dianna Barger (Francine and others, Swing, Dance Captain); Alex Dorf (Swing); Austin Owen (Bob Crewe and others); and Kit Treece (Norman Waxman and others)
- **LITTLE SHOP OF HORRORS:** various cast to be confirmed
- Shows will be added as they are confirmed.

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### **About the Times Square Alliance**

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture, and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. [www.TSq.org](http://www.TSq.org)

### **About Playbill**

Playbill Founded in 1884, Playbill is an internationally known trademark synonymous with theatre and is a symbol of the arts. Playbill Magazine is distributed to every Broadway theatre, most Off-Broadway theaters, and regional theaters and fine arts institutions in over 24 cities across the country. The company's website, Playbill.com, debuted in 1994 and continues to be the most trusted source of theatre news and information on the web, reaching nearly 2 million unique users per month. Playbill Online boasts the popular subsidiaries The Playbill Store, the online-only store for theatre fans; PLAYBILLder, the make-your-own Playbill site; and Playbill Jobs, the premiere job marketplace for the Broadway industry. Playbill Travel was introduced in 2011, focusing on chartering Broadway-themed cruises and additional vacations worldwide. The newest division, Playbill Events, curates and produces in-person and virtual events annually for audiences worldwide. [www.playbill.com](http://www.playbill.com)

### **About the Playbill Sing for Hope Piano**

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, refugee camps, transit hubs, independent living centers, and community spaces worldwide. Founded in New York City in 2006, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world. The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more and join the movement at [www.singforhope.org](http://www.singforhope.org).