

**THE BROADWAY LEAGUE JOINS
GREATER HARLEM CHAMBER OF COMMERCE AND
HARLEM ARTS ALLIANCE
IN CELEBRATING HARLEM WEEK 2010**

***BROADWAY TALENT AND PROGRAMS TO BE PART OF
HARLEM WEEK EVENTS***

(New York, NY) July 20, 2010 – In conjunction with the Harlem Chamber of Commerce and the Harlem Arts Alliance, The Broadway League will support HARLEM WEEK, Inc. with initiatives designed to celebrate Harlem theatregoers. This year's annual summer festival has events from July 25th through August 25th, making it what some call "the World's longest week."

The activities of HARLEM WEEK are a celebration of the vibrancy, diversity and excitement taking place in Harlem 365 days a year. Among the numerous activities planned, Broadway will be actively involved in producing a Kids' Night on Broadway event, a Broadway Speakers Bureau seminar, Broadway Team at NYC Health Walk-a-Thon, as well as the upcoming Family First Nights program and a special Sirius XM "Live on Broadway" radio show dedicated to Harlem Week celebration.

Charlotte St. Martin, Executive Director of The Broadway League, said, "Thanks to the community's cultural history and artistic talent, Broadway and Harlem have been working together for years. This is the first time we're officially collaborating, and I'm thrilled for the opportunity to showcase the diverse offerings currently on Broadway to such a vibrant audience."

Lloyd Williams, President & CEO of The Greater Harlem Chamber of Commerce and Chairman, HARLEM WEEK, Inc. said, "The Chamber is pleased to partner with the Broadway League during HARLEM WEEK in announcing the "Kids Night on Broadway" August 24th. This initiative allows us to reach out to our families and friends to participate in a first class theatrical event at an affordable ticket price."

Voza Rivers, Chairman of Harlem Arts Alliance and 1st Vice Chairman HARLEM WEEK, Inc. said, "The Alliance is thrilled to join with the Chamber and the League in co-presenting an array of extraordinary theatrical opportunities for the Harlem communities, families, businesses and our colleagues during HARLEM WEEK and the entire year."

KIDS' NIGHT ON BROADWAY, Tuesday, August 24

Kids ages 6-18 can attend a participating Broadway show on Tuesday, August

24th for free when accompanied by a full-paying adult.

Ticket includes pre-theatre event including autograph signings and special panels plus Times Square area restaurant discounts. This affords kids the opportunity to experience the magic of live theatre and participate in special activities hosted by the cast and crew of participating Broadway shows.

Participating shows to date include: ***The Addams Family, Chicago, Fela!, A Little Night Music, Memphis, Million Dollar Quartet, Next to Normal, The Phantom of the Opera and Stomp (off-Broadway)***

Information can be found on www.HarlemDiscover.com and www.KidsNightonBroadway.com

SIRIUS XM "LIVE ON BROADWAY" radio show Wednesday, August 11th

SIRIUS XM Live on Broadway is hosted by Seth Rudetsky at the Broadway Concierge & Ticket Center in Times Square every Wednesday at 12:00 noon where fans can watch interviews and performances with Broadway stars. Autograph signings and photo opportunities. Located inside the Times Square Information Center at 1560 Broadway between 46th and 47th Streets. Open to the public and free of charge. On Wednesday, August 11th, the show's theme will celebrate Harlem Week.

BROADWAY SPEAKERS BUREAU, Saturday, August 14th

Countee Cullen Library on West 136th Street.

A free Broadway career panel discussion available to high school and college students. Seminars will share information about non-performance careers in the arts (producing, general management, marketing, press, stage management, etc.) Speakers include award-winning professionals associated with Broadway shows.

BROADWAY TEAM FOR WALK-A-THON, Saturday, August 21st

Hon. Percy Sutton Harlem 5k Run and NYC Family Health Walk-a-Thon Saturday, August 21st from 9am - 5pm, begins at 135th Street and St. Nicholas Avenue. The Broadway League will help to secure a team of Broadway talent to bring awareness to the cause.

FAMILY FIRST NIGHTS program for 2010-11

Family First Nights is a nationwide program specifically designed to encourage at-risk families to attend theatre on a regular basis, providing discounted theatre tickets for families who may not otherwise be able to attend Broadway shows. By engaging the entire family and offering repeated exposure through multiple visits, this program offers the participating families the opportunity to make live, professional theatre part of their cultural heritage. Partner social service agencies are responsible for identifying appropriate families, coordinating family

participation, and organizing transportation and other logistics. Each family member pays \$10 per ticket for orchestra seats. Additional ticket costs are paid for by sponsorships. Harlem families will attend Broadway shows in the Fall, February (Black History Month) and Spring.

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The Broadway League is the official trade association for the Broadway theatre industry. Founded in 1930 as the League of New York Theatres, the League is a membership organization whose 600-plus members include theatre owners and operators, producers, presenters, general managers, and suppliers of theatrical goods and services. Each year The Broadway League and its members bring Broadway theatre to nearly 30 million people in more than 240 cities across the U.S. and Canada. Visit www.BroadwayLeague.com. Follow on Twitter [@TheBwayLeague](https://twitter.com/TheBwayLeague) or on www.Facebook.com/BroadwayLeague

HARLEM WEEK 2010 promises to be bigger and better than ever with something for everyone. For a full listing of the HARLEM WEEK Calendar of events with all locations, times, etc. log onto www.HARLEMWEEK.com or you can call 212-862-8477. HARLEM WEEK can also be followed on Twitter @HARLEMWEEK and via the HARLEM WEEK Facebook page.