



MEDIA VIDEO, PHOTO & INTERVIEW OPPORTUNITY

**Curtain Up Broadway Festival Kicks Off the Three-Day Celebration in Times Square,
Featuring Live and Free Events from September 30 to October 2, 2022**

***On Friday, September 30, 2022 at 2 pm, Curtain Up Will Commence with All Partners and
Elected Officials with a Press Op and Performances***

WHO: Alex Birsh, Vice President & COO of Playbill; **Charlotte St. Martin**, President of The Broadway League; **Tom Harris**, President of Times Square Alliance; **Richard Parkinson**, Prudential Financial's Chief Brand Officer; **Anne del Castillo**, Commissioner of the Mayor's Office of Media and Entertainment; **Mara Manus**, Executive Director of the New York State Council on the Arts; Broadway performers and more!

WHAT: [Curtain Up Broadway Festival](#) will feature three days of FREE and live events in the heart of Times Square, including a Broadway Block Party, Broadway Sing-Alongs, Dueling Pianos Presented by Prudential, Curtain Up After Dark Concerts, plus The Curtain Up! LIVE from Broadway finale concert hosted by **Amber Ruffin** and **Jesse Tyler Ferguson**.

On Friday, September 30th at 2 PM, all partners and organizers of Curtain Up will kick off the celebration with announcements and performances before the weekend hosted by TONY Award and Pulitzer Prize-winning *A Strange Loop* cast members **John-Andrew Morrison** and **James Jackson Jr.** and with performances by Broadway Stars **Norm Lewis** (*The Phantom of the Opera*), **Brittney Johnson** (*WICKED*) and **Kerry Butler** (*BEETLEJUICE*), under the direction of music director **James Sampliner**.

Visit [Playbill.com/CurtainUp](#) for *Curtain Up* Broadway Festival details as they are announced as well as a special *Guide to All-Things Curtain Up*.

Join the conversation about **Curtain Up Broadway Festival** by following @Playbill, @TimesSquareNYC, and @BroadwayLeague and using #CurtainUpBway.

WHEN: **Friday, September 30, 2022** – Media call for the kickoff is 1:45 pm with the kickoff at 2 pm

WHERE: Media check in is located on the west side of the stage across from the American Eagle entrance. Curtain Up will take place in Times Square on Broadway, stretching between 45th and 48th Streets. Over 15 unique events will take place on stages in Duffy Square (7th and 46th Street) and on Broadway between 45th and 48th Streets.

RSVP: TJ Witham – TJWitham@tsq.org | Cell: 646-369-4592
Shin-Jung Hong – ShinJung@nicholaslence.com | Cell: 617-413-7880

###