

FROM: TIMES SQUARE ALLIANCE

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TIMES SQUARE ALLIANCE AND PLAYBILL ANNOUNCE EVENT LINE UP FOR SECOND ANNUAL *PRIDE IN TIMES SQUARE* CELEBRATION

Free Programming Pride Weekend: June 23 - 24



Times Square, May 17, 2023 - Playbill and the [Times Square Alliance](#) are *PROUD* to partner on and announce today an exhilarating *Pride In Times Square* list of free events, centered around NYC Pride Weekend, June 23 - 24, 2023. With top-stage and screen celebrities, Broadway/Off-Broadway productions, local Times Square business promotions, Pride Piano sessions, live DJ sets, a Trans and ENBY Pride celebration, a Drag Pride celebration, the return of last year's **Big Broadway Disco**, and more, *Pride in Times Square* promises to be an exciting celebration and a great addition to New York City's celebration of Pride right at the Crossroads of the World.

Then, on Sunday June 25, 2023, the *Playbill Pride Float* returns to the NYC Pride March, supporting their partner Heritage of Pride ([Pride NYC](#)). Including customized double decker buses from some of the events' sponsors, the Pride March participation helps to round out an amazing weekend of diversity, equity, education, and celebration.

Pride In Times Square is sponsored by **American Express**, **ViiV Healthcare**, and **Audible Theater**, with additional support from the **NYC Mayor's Office of Equity** and **NYC Unity Project**.

PRIDE MAIN STAGE!

Pride in Times Square's main stage will celebrate dynamic voices in the community, and support the continued fight for equity, diversity, and inclusion for all. Special guests, concerts, surprise performances and more will take to the stage on Friday June 23rd and Saturday June 24th. A list of events will be announced June 1st.

THE BIG BROADWAY DISCO

For the second year in a row, Playbill and Times Square will celebrate Pride like never before. Times Square will "ignite the night" with ***THE BIG BROADWAY DISCO*** – a large-scale street party that invites revelers to dance through Times Square to classic and contemporary Broadway songs and performances – all with a disco flare and performed in the heart of New York City: Times Square. With the Playbill Pride Float acting as a focal point for the night, guests will experience a Pride celebration like no other, while entertained by DJ's, performers, dancers, fabulous costumes, and more on Saturday June 24th beginning at 5:00pm. #BwayDisco

PRIDE PIANO BAR

Pride 2023 will host, in the heart of Times Square, the Pride Piano Bar! Audiences will be able to take photos with the one-of-a-kind designed piano and stay for piano sing-along performances and piano concerts throughout both days, led by top-Broadway musicians and performers.

INTERACTIVE PRIDE INSTALLATIONS

Pedestrians and audiences in Times Square will have the opportunity to connect with Pride in Times Square sponsors American Express, ViiV Healthcare, and Audible Theater with exciting and interactive Double Decker Buses, acting as anchor points for audiences to explore on Friday June 23rd and Saturday June 24th. Select buses will then become part of the NYC Pride March on Sunday June 25th down 5th Avenue.

TIMES SQUARE ALLIANCE BUSINESS & SOCIAL PROMOTIONS

The Times Square Alliance will celebrate the best of the neighborhood's Pride discounts, deals, giveaways, and special menu items from local businesses all month long. Special offers will appear at TSQ.org/PrideDeals from Times Square restaurants, shops, shows, and attractions that celebrate and support the most colorful month of the year. Plus, experience #SignsOfPride in Times Square with displays of Pride flags and rainbows on screens and billboards throughout the Crossroads of the World.

www.playbill.com/pride

Follow Playbill Pride on Facebook, Twitter, Instagram, and YouTube.

www.tsq.org/pride

Follow Times Square on Facebook, Twitter, Instagram, and YouTube

The official hashtag for Pride in Times Square is **#PrideInTimesSq**

To download the official Pride in Times Square logo [click here](#).

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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

About 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

About Heritage of Pride

Heritage of Pride (Pride NYC) works toward a future without discrimination where all people have equal rights under the law. We do this by producing LGBTQIA+ Pride events that inspire, educate, commemorate, and celebrate our diverse community. Our events offer a diverse array of opportunities to gather in activism, in protest, in celebration, and in advocacy. The variety of offerings across all our events represents the diversity of ways our community acknowledges and celebrates Pride. Volunteers are the foundation of our organization. Our events could not take place without the thousands of volunteers who devote their time performing a multitude of tasks across a wide range of disciplines including talent, marketing, and operations. Heritage of Pride, Inc is a 501(c)(3) non-profit organization that is funded entirely on the contributions of our community. <https://www.nycpride.org/>