



FOR IMMEDIATE RELEASE  
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## 2010-11 BROADWAY SEASON ANNOUNCED

### *Lineup to Generate \$65 Million in Economic Impact for Columbus*

The Columbus Association for the Performing Arts (CAPA) and Broadway Across America (BAA) today announced an eight-show, 14-week Broadway season for 2010-11. This is the first full season under the new partnership agreement between the two organizations, and is the first time a Columbus Broadway season has offered two multi-week engagements—*Mary Poppins* and *Jersey Boys*.

“Broadway Across America has a long history in Columbus and we welcome our new partnership with CAPA,” stated Broadway Across America CEO Miles Wilkin. “The 2010-11 season lineup is a strong start for that new relationship, and we look forward to many more successful years of bringing the best of Broadway to Columbus.”

The 2010-11 Fifth Third Bank Broadway Series combined with the upcoming August engagement of *WICKED* has a gross potential of more than \$21 million in ticket sales and more than \$65 million in economic impact for Columbus.

“We applaud the new partnership between CAPA and Broadway Across America,” stated Columbus Partnership CEO Alex Fischer. “The positive economic impact Broadway has on Columbus is significant, and this season will more than double the number of visitors to our downtown.”

Visiting cast and crews will generate in excess of 6,500 nights of room rental for downtown hotels, and receive more than \$400,000 in per diem funds.

“Broadway will have an important impact on the city’s economy both because of the huge amount of spending by cast and crew on everything from hotel rooms, food and beverage, transportation, retail, attractions, and entertainment during their stays in Columbus. Add to that the thousands of people attracted to downtown for the shows, and you can see why we’re so excited to have these events in our city,” said Paul Astleford, President and CEO of Experience Columbus. “CAPA is an important part of the Experience Columbus family.”

The season will also create \$1.2 million in local employment revenue for stagehands, musicians, and front of house personnel.

“CAPA has been a wonderful partner to the City of Columbus, stepping up to oversee the funding, renovation, and management of the Lincoln Theatre, produce Festival Latino, and now design and operate the new Columbus Commons’ band shell,” said Columbus Mayor Michael B. Coleman. “Partnering with Broadway Across America is further evidence of CAPA’s dedication to this city and its service to the people of this community.”

The 2010-11 Fifth Third Bank Broadway Series subscription is a 5-show package which includes:

***Legally Blonde the Musical***

September 28–October 3, 2010

Palace Theatre (34 W. Broad St.)

It's here, and it's "AN ELLE OF A SHOW" (*TIME Magazine*). The hilarious MGM film is Broadway's new smash hit musical, and now *Legally Blonde the Musical* is coming to Columbus. *Legally Blonde* follows sorority star Elle Woods, an underestimated blonde who doesn't take "no" for an answer. When her boyfriend dumps her for someone more "serious," Elle puts down the credit card, hits the books, and sets out to go where no Delta Nu has gone before—Harvard Law. Along the way, Elle proves that being true to yourself never goes out of style. After turning Broadway and MTV hot pink, this “Feel-Good Song and Dance Juggernaut” (*New York Magazine*) is “The Best New Musical Around!” (WOR).

***Rock of Ages***

December 7-12, 2010

Palace Theatre (34 W. Broad St.)

In 1987 on the Sunset Strip, a small town girl met a big city rocker in LA’s most famous rock club, and they fell in love to the greatest songs of the ‘80s. It’s the five-time 2009 Tony® Award nominee *Rock of Ages*, an arena-rock love story told through the mind-blowing, face-melting hits of Journey, Night Ranger, Styx, REO Speedwagon, Pat Benatar, Twisted Sister, Poison, Asia, Whitesnake, and many more. Don’t miss this awesomely good time about dreaming big, playing loud, and partying on! (Will your kids love *Rock of Ages* as much as you will? We think they’ll have a great time, but you should know that some of the costumes, dancing, and language may not be appropriate for kids under the age of 14.) [www.rockofagesmusical.com](http://www.rockofagesmusical.com)

### ***Les Misérables***

March 15-20, 2011

Ohio Theatre (39 E. State St.)

Cameron Mackintosh presents a brand new 25<sup>th</sup> anniversary production of Boublil & Schönberg's legendary musical, *Les Misérables*, with glorious new staging and spectacular, reimagined scenery inspired by the paintings of Victor Hugo. This new production has already been acclaimed by critics, fans, and new audiences, and is breaking box office records wherever it goes. *The London Times* hails the new show, "a five star hit, astonishingly powerful and as good as the original." *The Western Mail* says, "an outstanding success – the best version yet." [www.lesmis.com](http://www.lesmis.com)

### ***Mary Poppins***

April 20–May 8, 2011

Ohio Theatre (39 E. State St.)

Combining the best of the original stories by P. L. Travers and the beloved Walt Disney film, the Tony® Award-winning *Mary Poppins* is everything you'd hope for in a Broadway musical and more. Produced by Disney and Cameron Mackintosh, the show includes such wonderful songs as "Chim Chim Cher-ee," "A Spoonful of Sugar," "Let's Go Fly a Kite," and of course, "Supercalifragilisticexpialidocious." *The NY Daily News* hails *Mary Poppins* as "a roof-raising, toe-tapping, high-flying extravaganza!" Let your imagination take flight at this perfectly magical musical! [www.marypoppins.com](http://www.marypoppins.com)

### ***Jersey Boys***

August 17–September 4, 2011

Ohio Theatre (39 E. State St.)

"Too good to be true!" raves the *New York Post* for *Jersey Boys*, the 2006 Tony® Award-winning Best Musical about Rock and Roll Hall of Famers The Four Seasons—Frankie Valli, Bob Gaudio, Tommy DeVito, and Nick Massi. This is the story of how four blue-collar kids became one of the greatest successes in pop music history. They wrote their own songs, invented their own sounds, and sold 175 million records worldwide—all before they were 30! *Jersey Boys*, winner of the 2006 Grammy® Award for Best Musical Show Album, and most recently, the 2009 Olivier Award for Best New Musical, features their hit songs "Sherry," "Big Girls Don't Cry," "Rag Doll," "Oh, What a Night," and "Can't Take My Eyes Off of You." "It will run for centuries!" proclaims *Time Magazine*. [www.jerseyboysbroadway.com](http://www.jerseyboysbroadway.com)

Special add-ons for the 2010-11 season include:

### ***CATS***

November 19-21, 2010

Palace Theatre (34 W. Broad St.)

There's no better way to introduce your family to the wonders of live theater than with the magic, the mystery, the memory of *CATS*. What began as a musical about cats after Andrew Lloyd Webber picked up a book of poems in an airport bookshop has become one of the longest running shows in Broadway history. Winner of seven Tony Awards including Best Musical, *CATS* features 20 of Andrew Lloyd Webber's timeless melodies, including the hit song, "Memory." <http://www.troika.com/showpages/shows-cats.html>

### ***STOMP***

January 14-16, 2011

Palace Theatre (34 W. Broad St.)

*STOMP* is explosive, provocative, sophisticated, sexy, utterly unique, and appeals to audiences of all ages. The international percussion sensation has garnered an armful of awards and rave reviews, and has appeared on numerous national television shows. The eight-member troupe uses everything but conventional percussion instruments – matchboxes, wooden poles, brooms, garbage cans, lighters, hubcaps – to fill the stage with magnificent rhythms.

[www.stomponline.com](http://www.stomponline.com)

### ***Riverdance***

February 18-20, 2011

Palace Theatre (34 W. Broad St.)

*Riverdance*, the thunderous celebration of Irish music, song, and dance that has tapped its way onto the world stage thrilling millions of people around the globe, will play five farewell performances in Columbus. “A Phenomenon of Historic Proportions!” raves *The Washington Post*. “An explosion of sight and sound that simply takes your breath away,” cheers *The Chicago Tribune*. “A family evening unlike anything else!” exclaims *The London Times*. Discover why nothing in the world compares to The Original International Phenomenon! Whether it’s your first time or your fifth, you won’t want to miss these farewell performances of *Riverdance*!

[www.riverdance.com](http://www.riverdance.com)

Tickets for *CATS*, *STOMP*, and *Riverdance* will be sold individually, with season subscribers being given the opportunity to purchase tickets prior to the general public.

Additionally, new subscribers who purchase before April 23 will have the opportunity to purchase tickets to *WICKED* prior to the general public.

### ***WICKED***

July 28-August 29, 2010

Ohio Theatre (39 E. State St.)

Long before that girl from Kansas arrives in Munchkinland, two girls meet in the land of Oz. One—born with emerald green skin—is smart, fiery, and misunderstood. The other is beautiful, ambitious, and very popular. *WICKED* tells the story of their remarkable odyssey, how these two unlikely friends grow to become the Wicked Witch of the West and Glinda the Good Witch.

[www.wickedthemusical.com](http://www.wickedthemusical.com)

Subscriptions range from \$128-\$501 per person and go on sale Monday, March 22. They can be purchased by phone at (800) 294-1892 or at [www.broadwayacrossamerica.com](http://www.broadwayacrossamerica.com).

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**About CAPA**

Owner/operator of downtown Columbus' magnificent, historic theatres (Ohio Theatre, Palace Theatre, Southern Theatre) and manager of the Riffe Center Theatre Complex, Lincoln Theatre, Valentine Theatre (Toledo, OH), and Shubert Theater (New Haven, CT), CAPA is a not-for-profit, award-winning presenter of national and international performing arts and entertainment now celebrating 40 years of service. For more information, visit [www.capa.com](http://www.capa.com).

#### **About Broadway Across America**

Broadway Across America is owned and operated by British theatre producer John Gore (CEO) and entertainment industry veteran Thomas B. McGrath (Chairman). Broadway Across America presents first-class, touring Broadway musicals and plays, family productions, and other live events throughout a network of 43 North American cities. Broadway Across America is also dedicated to the development and production of new and diverse live theatre for productions on Broadway, across America, and throughout the world. Broadway Across America most recently produced the Broadway productions of *HAIR*, *WEST SIDE STORY*, and Irving Berlin's *WHITE CHRISTMAS*. Upcoming productions include *MINSKY'S*, *PROMISES, PROMISES*, *MILLION DOLLAR QUARTET*, and the West End production of *BREAKFAST AT TIFFANY'S*. Touring productions include Nickelodeon's *STORYTIME*, *ADVENTURES* featuring Dora the Explorer, and *DREAMGIRLS*. For more information or to purchase tickets through an authorized agent, go to [www.BroadwayAcrossAmerica.com](http://www.BroadwayAcrossAmerica.com).

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