

League of Chicago Theatre's 2nd Annual Chicago Theatre Week Ends on a High Note

 by BWW News
Desk

The League of Chicago Theatres, in partnership with Choose Chicago, announces the results of Chicago Theatre Week 2014. Throughout the week of February 11-16, 2014, Chicago celebrated the rich tradition of theatre-going in Chicago with residents and visitors attending theatres in neighborhoods and suburbs throughout Chicagoland.

With 100 participating productions and 344 performances during Chicago Theatre Week, over 7200 tickets were sold, which is a 17% increase from last year. Theatre Week patrons came from 31 states, Canada, the United Kingdom, and elsewhere. During the course of the week, special events were also held at participating theatres, including enrichment activities such as talk backs with artists and added-value items such as drink specials, as well as hotel and restaurant discounts. New in 2014, 11 emerging and established playwrights participated in the Storefront Playwright Project at 72 E. Randolph during Chicago Theatre Week.



The goal of bringing visibility to the Chicago theatre industry is evidenced by a 87% increase in the number of unique visitors to ChicagoTheatreWeek.com (an increase from 51,000 in 2013 to 95,000 in 2014), a digital reach of 1.75 million (up from 1.6 million in 2013), and an email list of 12,000 subscribers (an increase of 5,200 since the close of Chicago Theatre Week 2013). The media efforts resulted in over 30 major hits, including Chicago Tribune, Chicago Sun-Times, Daily Herald, Chicago Magazine, WLS-TV, WCIU-TV, WGN-AM and WBEZ-AM, among others. Local press resulted in news stories that reached over a million readers of newspapers and magazines with television and radio segments reaching over 200,000 homes.

"Theatre Week celebrates Chicago theatre by offering patrons special incentives and encouraging participation throughout all Chicago neighborhoods. More importantly, it offers us the opportunity to communicate on a grand scale with visitors and residents. The remarkable results show a heightened visibility for the theatre industry as people all over Chicago experienced a new theatre or revisited an old favorite," reports Deb Clapp, Executive Director of the League of Chicago Theatres. "We thank our sponsors, Choose Chicago and Exelon, for supporting this initiative to raise the visibility of Chicago's great theatre scene."

"Choose Chicago is thrilled with the results of Theatre Week. The theatre industry is so important to residents and visitors alike and a vital part of what attracts visitors to Chicago," says Melissa Cherry, Choose Chicago's Vice President for Cultural Tourism and Neighborhoods.

Chicago theatre is the leader in the U.S. with more than 250 theatres throughout Chicagoland, comprising a rich and varied community ranging from storefront, non-union theaters to the most renowned resident theatres in the country, including 5 that have been honored with Regional Tony Awards, and the largest touring Broadway organization in the

nation. Chicago's theatres serve 5 million audience members annually and have a combined budget of more than \$250 million. Chicago produces and/or presents more world premieres annually than any other city in the nation. In 2012-13 alone, Chicago theatre companies produced more than 130 world premiere productions and adaptations. Each year, Chicago theatres send new work to resident theatres across the country, to Broadway, and around the world.

The League of Chicago Theatres is an alliance of theatres which leverages its collective strength to promote, support, and advocate for Chicago's theatre industry locally, nationally, and internationally. The League of Chicago Theatres Foundation is dedicated to enhancing the art of theatre in the Chicago area through audience development and support services for theatres and theatre professionals.

For a comprehensive list of Chicago productions, visit the League of Chicago Theatres website, www.chicagoplays.com. Half-price tickets are available at www.hottix.org. Additional information about Chicago Theatre Week is available at www.chicagotheatreweek.com.

[Click Here to Visit the Chicago Home Page for More Stories!](#)