

League of Chicago Theatres and Choose Chicago Kick Off Chicago Theatre Week Today

 by BWW News Des

The League of Chicago Theatres, in partnership with Choose Chicago, announces the second annual Chicago Theatre Week, to take place today, February 11-16, 2014. First launched in 2013, Chicago Theatre Week is a celebration of Chicago's world-class theatre scene. This coming February, visitors and residents will again have the opportunity to choose from more than 75 productions and sample the extraordinary range of theatrical offerings in Chicago at a special price.

The inaugural 2013 Chicago Theatre Week included 97 participating productions and over 6,200 special Theatre Week tickets were sold to over 300 performances and 2014 hopes to bring even more. During the course of the week, there will be additional special events, including enrichment activities such as talk backs with artists and added-value incentives such as drink specials and restaurant discounts.

While shows and pricing are yet to be announced, further information about Chicago Theatre Week is available at www.chicagheatreweek.com. The site will be updated throughout the season and there is an email sign up for updates.

"The goals of Theatre Week are to celebrate Chicago theatre by offering patrons special incentives and encouraging participation throughout all Chicago neighborhoods. The remarkable results last year showed a heightened visibility for the theatre industry as people all over Chicago experienced a new theatre or revisited an old favorite. Theatre Week surpassed expectations both with ticket sales as well as a digital reach of 1.6 million through email, Facebook and Twitter; over 51,000 unique website visitors; and almost 7,000 Theatre Week email subscribers. We hope to grow these numbers in our 2014 program," reports Deb Clapp, Executive Director of the League of Chicago Theatres.

"Theatre Week supported the effort to expand the visibility of theatre as a vital industry in Chicago. Theatre is an important part of what attracts visitors to this city and Choose Chicago was honored to participate in the development and promotion of the week-long event. We look forward to continuing our work with the League of Chicago Theatres to make 2014's week-long celebration even better," 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 2009-10 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. Discounted tickets are available at www.hottix.org. Additional information about Theatre Week is available at www.chicagotheatreweek.com.

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