



For immediate release

## **CENTER THEATRE GROUP ANNOUNCES NEW PARTNERSHIP WITH TODAYTIX FOR THE 2024/25 SEASON**

LOS ANGELES, CA (October 1, 2024) — Center Theatre Group has finalized a partnership agreement with TodayTix for its 2024/25 Season, making the digital ticketing platform the official ticketing partner of Center Theatre Group.

As one of the nation’s largest and most influential not-for-profit theatre companies, Center Theatre Group proudly continues its 57-year tradition of serving the diverse audiences of Los Angeles by producing and presenting theatre of the highest caliber, by nurturing new artists, by attracting new audiences, and by developing youth outreach and arts education programs.

Center Theatre Group and TodayTix share a belief that the art of theatre is a cultural force with the capacity to transform lives, and that everyone should have the opportunity to enjoy the absolute best of live theatre and beyond.

TodayTix is the premier destination for audiences seeking to discover, explore, and fully immerse themselves in the best shows, arts, and cultural experiences Los Angeles has to offer. TodayTix has partnered with more than 1,300 arts institutions across Los Angeles, New York City, London, the San Francisco Bay Area, Washington, D.C., Chicago, and multiple cities in Australia. Since launching in 2013, the company has engaged more than 5 million users to connect beyond ticketing into new cultural experiences that bring human interaction back to our digital world.

Some of the highlights of this new partnership include: TodayTix will serve as the exclusive access point for rush and front-row lottery tickets to all productions featured in Center Theatre Group’s 2024/25 Season; CTG will serve as a marquee partner to launch TodayTix Rewards with special lotteries for Opening Nights and VIP events made exclusively available to TodayTix Rewards members; CTG’s celebrated “Ticket Drop Tuesday” program will be available exclusively via the TodayTix app; and together, the companies will co-promote TodayTix’s popular Theatre Week, as well as other marquee promotional events.

“Center Theatre Group has such a rich history of not only telling incredible stories on our stages, but also fostering community and welcoming Angelenos from all walks of life into our spaces,” said Meghan Pressman, Managing Director/CEO of Center Theatre Group. “We are excited to partner with TodayTix as we look to provide the best ticketing experience imaginable, while also looking for ways to eliminate barriers to the arts as we continue to introduce both new and returning audiences to our theatres.”

"TodayTix connects our members with the best of culture in their city," said Tracy Geltman, SVP of Partner Success for TodayTix Group. "Center Theatre Group has been a leader in Los Angeles and the national stage since its earliest days. We are beyond thrilled to join forces and harness our ticket access programs and award-winning app to help pack the Ahmanson Theatre, Mark Taper Forum, and Kirk Douglas Theatre for what is shaping up to be a spectacular 2024/25 Season. Let's find a seat for everyone in LA!"

## **ABOUT TODAYTIX**

TodayTix is the premier experience curator for culturally curious audiences worldwide, unlocking the worlds of theatre and entertainment. By partnering with thousands of venues worldwide, TodayTix opens doors for millions of cultural enthusiasts with tickets at exceptional prices and experiences tailored to every interest. Its acclaimed app is home to signature access programs like Lottery and Rush, granting exclusive tickets to some of the hottest shows on stage. Driven by cutting-edge technology, frictionless user journeys, and innovative design, TodayTix isn't just about ticketing; it's about creating unforgettable cultural excursions by eliminating barriers and finding a seat for everyone to enjoy the best of theatre and beyond. Learn more at [todaytix.com](https://todaytix.com) and download TodayTix for iOS or Android.

## **ABOUT CENTER THEATRE GROUP**

Center Theatre Group, one of the nation's preeminent arts and cultural organizations, is Los Angeles' leading not-for-profit theatre company, which, under the leadership of Artistic Director Snehal Desai, Managing Director / CEO Meghan Pressman, and Producing Director Douglas C. Baker, programs seasons at the 736-seat Mark Taper Forum and 1,600 to 2,100-seat Ahmanson Theatre at The Music Center in Downtown Los Angeles, and the 317-seat Kirk Douglas Theatre in Culver City. In addition to presenting and producing the broadest range of theatrical entertainment in the country, Center Theatre Group is one of the country's leading producers of ambitious new works through commissions and world premiere productions and a leader in interactive community engagement and education programs that reach across generations, demographics, and circumstances to serve Los Angeles. Founded in 1967, Center Theatre Group was led by Founding Artistic Director Gordon Davidson until 2005 when Michael Ritchie was the artistic director until his retirement in 2021; Snehal Desai was appointed the organization's next artistic director in 2023. Center Theatre Group has produced more than 700 productions across its three stages, including such iconic shows as "Zoot Suit;" "Angels in America;" "The Kentucky Cycle;" "Biloxi Blues;" "Twilight: Los Angeles, 1992;" "Children of a Lesser God;" "Curtains;" "The Drowsy Chaperone;" "9 to 5: The Musical;" and "Bengal Tiger at the Baghdad Zoo." [www.CenterTheatreGroup.org](https://www.CenterTheatreGroup.org)

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October 1, 2024