

For Immediate Release

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UP CLOSE AND PERSONAL WITH BROADWAY ON BROADWAYWORLD.COM

"Showcial" Networking Service Brings the House Down!

New York, NY (rushprnews) 12/05/2006 -There is a lot of talk these days about the phenomena of social networking. Myspace.com and others of its genre have become a major source of online networking and socializing for a growing number of individuals in all age brackets. These online networks have been the focus of much interest, even though for the most part the content within these groups lacks focus. With advertising taking over the arena, it is often difficult to navigate the pages without wishing for an Internet equivalent of the TV remote control. Surprisingly, an exception to this description can be applied to BroadwayWorld.com's Showcial Message Boards, an online resource with a specific target and well-organized message boards.

BroadwayWorld.com is the most complete online resource about not only what is *on* Broadway, but also *what is going on behind the scenes, who is grossing what and who is casting for which part*. This site is a must-visit for the Broadway aficionado.

How up close and personal do you wish to get to Broadway stars? BroadwayWorld.com Networking, which is referred to as Showcial Networking Service is divided by regions, shows and performers, ranging from San Francisco to the West End of London, Angela Lansbury to Michael Crawford and from *EVITA* to *Pippin*. Each category has its own flavor and threads relevant to its geographic particularities. The student-board is filled with calls for auditions as well as tricks of the trade. In addition to discussions about everything going on in theatre today, those on the boards give advice as well- one of the most recent threads entitled "*how to cure a sore throat*" while another gives suggestions on how to pose for the best headshots.

Similar to the customized functionality of Amazon.com or Netflix, each show and performer page automatically lists other shows and performers that are liked by people

with similar interests. For the first time anywhere, users can get customized recommendations of new shows and performers based on their preferences, a feature which is causing a buzz within the industry.

Diamond is also an executive for one of the leading internet technology magazine publishing companies, and was named one of the "Top thirty magazine industry executives under the age of 30" by *Folio* magazine. In it he states "*with BroadwayWorld.com, I was successfully able to combine my tech knowledge with my love of Broadway. I am hoping to not only be the number one online resource about Broadway but also to introduce its magic to a larger audience.*" He is also the lead producer on BroadwayWorld.com's consistently sold-out Joe's Pub concert series, and Standing Ovarions benefit concerts.

With tens of thousands of participants in Showcial Networking already, it is growing rapidly. To join the fun, go to <http://www.broadwayworld.com/showcial.cfm>.

To schedule an interview with Robert Diamond or to receive additional information, contact the publicist and writer Anne Howard at 310-295-9578, write anne@annehowardpublicist.com.

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