

EMBARGO UNTIL THURSDAY, DEC. 8 AT 9:00 AM ET

The DNYA Project - Fact Sheet

Q: What exactly are SeatGeek and Bloomberg Philanthropies doing with The DNYA Project?

A: The DNYA Project will assist 30 New York arts institutions by providing marketing and ticketing support for each institution's upcoming events. Every event will be listed on SeatGeek's market-leading ticket platform, and each arts organization will have a dedicated page on SeatGeek that will provide the latest news, multimedia content, social media links and ticket listings for a given group. Additionally, SeatGeek will use its advertising platform to promote DNYA participant events to customers searching for tickets in New York for anything from a Knicks game to the opera. In short, The DNYA Project will combine the best elements of New York's emerging technology industry and bedrock philanthropic community in an innovative effort to support 30 unique and exciting performing arts groups across the city.

Q: I've never visited New York before, and I'm planning a trip this winter! How can The DNYA Project help me find things to do during my visit? I am looking for something wonderful and different.

A: The DNYA Project will be a perfect tool to help you discover incredible performing arts groups that you'd never find in a guidebook or through traditional ticket providers. The DNYA Project homepage will serve as a jumping-off point for you to discover new upcoming events and buy tickets for any of the 30 participating groups. With events across all 5 boroughs in New York City, there will almost certainly be an unique show near where you are staying!

Q: Why are these performing arts groups participating in The DNYA Project?

A: The participating groups were selected via Bloomberg Philanthropies' Arts Advancement Initiative, with the goal of helping these groups develop sustainable economic models through improved event marketing and ticket sales promotion. By exposing these great performing arts groups to a broader audience, The DNYA Project aims to help ensure that these groups thrive as lasting participants in New York City's vibrant arts scene.

Q: Where can I buy tickets to these events?

A: Just navigate to The DNYA Project's homepage at www.seatgeek.com/dnya-project to see tickets for the upcoming events of all groups participating in the partnership.

**Arts Organizations Participating
in The DNYA Project**

Organization name	Location
Abingdon Theatre	New York
Dance Theatre of Harlem	New York
Danspace Project	New York
ETHEL	New York
Evidence Dance	Brooklyn
Film Forum	New York
Harlem Stage	New York
HERE	New York
Irondale	Brooklyn
Kaufman Center	New York
Mark Morris Dance Group	Brooklyn
MCC Theater	New York
Mint Theater	New York
New Victory Theater	New York
New York Live Arts	New York
New York Theatre Workshop	New York
New York Youth Symphony	New York
Playwrights Horizons	New York
Poets House	New York
Pregones Theater	Bronx
Primary Stages	New York
Rattlestick Playwrights Theater	New York
Second Stage	New York
Signature Theatre Company	New York
St. Ann's Warehouse	Brooklyn
St. George Theatre	Staten Island
Streb	Brooklyn
Symphony Space	New York
Thalia Spanish Theatre	Long Island City
The Joyce Theater Foundation	New York

Screenshots of The DNYA Project on SeatGeek.com

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Categories:

- Dance
- Theater**
- Concert
- Film
- Classical Opera
- Classical
- Circus

Baile Cangrejero / Pregones Ensemble - Bronx
December 8, Bronx, NY

Asuncion by Jesse Eisenberg, Directed by Kip Fagan - New York
December 8, New York, NY

Wild Animals You Should Know - New York
December 8, New York, NY

HORSEDREAMS by Dael Orlandersmith, London

Misterman - Brooklyn
December 8, Brooklyn, NY

ONCE - New York
December 8, New York, NY

Organizations

- Abingdon Theatre
- Dance Theatre of Harlem
- Danspace Project
- ETHEL
- Film Forum
- Harlem Stage
- HERE
- Irondale
- Kaufman Center
- Mark Morris Dance Group
- MCC Theater
- Mint Theater
- New Victory Theater
- New York Live Arts
- New York Theatre Workshop
- New York Youth Symphony
- Playwrights Horizons
- Poets House
- Pregones Theater
- Primary Stages

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SeatGeek Primary Stages

Home Discover New York Arts Primary Stages

Primary Stages

Website
59 East 59th Street / 59 East 59th Street
New York, NY
212-840-9705 For tickets (Ticket)

Primary Stages
primarystages Spring classes are now on sale. Faculty includes Godspell dir. Daniel Goldstein, @kaitandobrian, and Judy Gold! <http://t.co/KKjohRTq> yesterday · reply · retweet · favorite

primarystages OLIVE actor Dan Butler is in a staged reading of THE NORMAL HEART in Randolph, VT tomorrow night. Wish we could go! <http://t.co/udy8zEiC> 5 days ago · reply · retweet · favorite

Join the conversation

Find Primary Stages on Facebook

In Transit at Primary:

0:00 / 2:06 YouTube

Upcoming Events

Date	Event	Find Tickets
Tuesday, 7:00 PM January 24	Rx - New York 59E59 Theaters - New York, NY	FIND TICKETS
Saturday, 8:00 PM January 28	Rx - New York 59E59 Theaters - New York, NY	FIND TICKETS
Sunday, 7:00 PM January 29	Rx - New York 59E59 Theaters - New York, NY	FIND TICKETS
Tuesday, 7:00 PM January 31	Rx - New York 59E59 Theaters - New York, NY	FIND TICKETS

About SeatGeek

- The internet's #1 search engine for sports and live event tickets
- Aggregates ticket listings from over 60 secondary ticket markets (e.g., StubHub, Ebay, TicketsNow) in order to surface best deals online
- Features proprietary stadium maps, DealScore and pricing analytics to make ticket buying easy for consumers
- Founded in September 2009 by Russell D'Souza and Jack Groetzinger
- Based in Union Square district of New York City

About Bloomberg Philanthropies

- Represents Michael R. Bloomberg's philanthropic efforts
- Works to advance 5 areas globally – the Arts, Education, the Environment, Government Innovation and Public Health
- DNYA participating organizations are part of the foundation's Arts Advancement Initiative, an invitational program designed to support 250 small and mid-size New York City arts organizations. This initiative strengthens the management and broadens the audiences of arts and cultural organizations through grants and a rigorous technical assistance program to ensure they continue to thrive and contribute to the economic and cultural vitality of New York City.