

News Release

For high res images and to arrange an interview
CONTACT: Lisa Condit
(508.471.1767 / lisa@thehanovertheatre.org)
or
Laurie Carr (508.471.1768 /
laurie@thehanovertheatre.org)

FOR IMMEDIATE RELEASE

The Hanover Theatre Welcomes One Millionth Patron During Broadway Series Kick Off

Worcester, MA (November 5, 2013)— The Hanover Theatre for the Performing Arts welcomed its one millionth patron during the Broadway Season kick off of MEMPHIS THE MUSICAL. This milestone comes just after the opening of The Hanover Theatre's sixth season last month.

"I don't think many people would have predicted we'd hit one million people through the door in only five and a half years," said The Hanover Theatre's President and CEO, Troy Siebels. "We work hard to schedule a diverse mix of shows, to attract audiences from a wide geographic area, and to deliver uncommonly great customer service. People find that they can see the same shows here that they'd see in Boston or New York, for less money and with a lot less headache in driving and parking. Once someone's been here for the first time, they tend to come back and tell their friends."

Tracy Heinold of Leominster, MA became the theatre's millionth patron on Friday evening during the opener of MEMPHIS THE MUSICAL. Mr. Heinold and his wife Nancy are third-year subscribers to The Hanover Theatre's Broadway Series. Mr. Heinold received a congratulatory plaque, theatre tote, Broadway merchandise, and an invitation to The Hanover Theatre's Franklin Square Society Salon during intermission.

About The Hanover Theatre

The Hanover Theatre continues to draw over 170,000 patrons annually with world-class performances and headlining acts including Broadway hits (Les Misérables, Mary Poppins, Jersey Boys); comedians (Steve Martin, George Carlin, Bill Cosby); musical acts (Neil Young, Aretha Franklin, The Moody Blues, Diana Ross); and everything in between (A Christmas Carol, Maya Angelou, Rudy Giuliani, Alvin Ailey American Dance Theatre). Ranked by POLLSTAR as one of the Top 50 Theatres in the World, the theatre opened in March of 2008 following a \$32 million historic renovation. Over the last six seasons, the theatre has established its place as a world-class performing arts venue, acting as a catalyst for the economic development of downtown Worcester. For more information, visit TheHanoverTheatre.org. Worcester Center for the Performing Arts, a registered not-for-profit 501(c)(3) organization, owns and operates The Hanover Theatre for the Performing Arts. All donations are tax deductible to the fullest extent allowed by law.

###