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TheHanoverTheatre.org

News Release

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FOR IMMEDIATE RELEASE

The Hanover Theatre to Welcome One Millionth Patron During Memphis Debut This Friday

Worcester, MA (October 30, 2013)—The Hanover Theatre for the Performing Arts will welcome 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."

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.

A special recognition is planned for the millionth patron, with photo opportunities available during Memphis' intermission this Friday evening at 9pm. Please contact The Hanover Theatre's marketing department at marketing@thehanovertheatre.org or call 508.471.1767 for press inquiries.

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