



For Immediate Release

August 6, 2007

Dan McMahon, Goodspeed Musicals, (860) 873-8664, ext. 324

Susan Hood, Yale Repertory Theatre, (203) 432-1574

Connecticut Theatres Partner To Launch Discount Website *CTheatreNow.com* Offers Last Minute Savings

As of today (August 6, 2007), theatergoers have a new way to save on admission to five of Connecticut's best-known theatres. By visiting *CTheatreNow.com* (pronounced "see theatre now"), the public may save up to 50% off the regular price of day-of-performance tickets.

Connecticut's award-winning, non-profit regional theatres, including Goodspeed Musicals, Hartford Stage, Long Wharf Theatre, Westport Country Playhouse, and Yale Repertory Theatre, have joined with Theatremania.com to create *CTheatreNow.com*. This new website offers 25% and 50% discounts on tickets on the day of performance only, similar to the TKTS booths in New York City. The website provides a listing of productions at these stages, and indicates if discounted tickets are available. Ticket offerings change daily.

Once a purchase has been made with a credit card on the secure *CTheatreNow.com* website, the buyer will receive an e-ticket and a confirmation e-mail for printing. When arriving at the theatre, the customer simply presents the e-ticket at the box office for a reserved seat, assigned on a best available basis.

The reason for the website is simple: sometimes theatres have seats available at the last minute and will now provide a discount to fill any remaining seats. For ticket buyers who can't decide until the last minute or for those who are facing the question, "What should we do tonight?", *CTheatreNow.com* is the answer.

For more information, please visit www.CTheatreNow.com.

#

Susan Hood
Senior Associate Director of Marketing and Communications
Yale Repertory Theatre / Yale School of Drama
P.O. Box 208244 / 222 York Street
New Haven, CT 06520-8224
Tel: 203.432.1574
Fax: 203.432.1550
susan.hood@yale.edu
www.yalerep.org
www.yale.edu/drama