

THE LEAGUE OF AMERICAN THEATRES AND PRODUCERS

The League of American Theatres and Producers, Inc., founded in 1930 and operating under the “Live Broadway” trademark, is the national trade association for the Broadway theatre industry. League members included theatre owners and operators, producers, presenters, general managers, and suppliers of theatrical goods and services in over 140 North American cities.

The League’s overall goals are to foster increased awareness of and interest in Broadway theatre and support the creation of more profitable theatrical productions. On behalf of its members, the League negotiates collective bargaining agreements with all theatrical unions and guilds; coordinates industry-wide marketing initiatives and corporate sponsorships; oversees government relations for the Broadway industry; maintains relevant research archives and databases; works to make Broadway tickets and information more accessible to the consumer; invests in the future of the theatre community through audience development programs; and supports charitable efforts for the benefit of the entire theatrical community.

In all its programs and services, the League endeavors to strengthen Broadway theatre as a growing national industry and a vibrant entertainment medium. Among the League’s programs are the following:

- Co-presentation of the Tony Awards with the American Theatre Wing
- The Broadway Line, a national toll-free Broadway information and ticket hotline at (888) BROADWAY.
- The Broadway Ticket Center, Broadway’s centralized full-price ticket outlet in the Times Square Visitors Center.
- Broadway on Broadway (with the Times Square Business Improvement District), a free outdoor concert in Times Square in the fall.
- Stars in the Alley, a free outdoor concert in Shubert Alley celebrating New York City’s Theatre Week and the end of the Broadway season.

- Kids' Night On Broadway, a national audience development program (with the Theatre Development Fund).

Each year the League and its members bring Broadway theatre to nearly 30 million people across the U.S. and Canada.