

## The Wallis and TodayTix Launch

### AfterParty @ The Wallis

**Ticket Access and Post-Show Party Program Geared Toward Millennials, launching on Sept 22 with *For The Record: Scorsese***

**Sold exclusively on the theater ticket app TodayTix, AfterParty @ The Wallis program includes a theater ticket, complimentary drink and access to a post-show gathering for the season's most popular theater shows for just \$30.**



(Beverly Hills, CA - September 15) Wallis Annenberg Center for the Arts has announced the launch of **AfterParty @ The Wallis**, a new ticket access and post-show party program created to introduce new audiences to the Wallis' 2016/17 programming. AfterParty @ The Wallis ticket packages, sold exclusively through TodayTix, are \$30 and include a theater ticket (normally priced at \$55+), a complimentary beverage and access to a post-show gathering with Wallis artists.

The AfterParty program will be available for select performances throughout the season, beginning with Thursday performances of *For the Record: Scorsese*, a unique, genre-bending form of live entertainment turning the soundtracks of iconic filmmaker Martin Scorsese into a thrilling immersive, new generation cabaret. AfterParty tickets will be released seven days prior to each performance on the TodayTix app. Theatergoers can download the app in the [App Store](#) or [Google Play Store](#) to purchase tickets within one week of each AfterParty performance. *Time Out Los Angeles* is the official media sponsor of AfterParty @ The Wallis.

"TodayTix has established an impressive loyal, young following that we are thrilled to welcome to The Wallis," said Managing Director Rachel Fine. "The partnership with TodayTix aligns nicely with our mission of attracting new audiences to The Wallis and bringing in patrons through our doors who may become future subscribers and donors."

"*For The Record: Scorsese* is the perfect production to launch this exciting partnership, delivering TodayTix audiences a highly-entertaining show with the experience continuing after the show in our newly opened The Bar @ The Wallis," said Artistic Director Paul Crewes.

"We're honored to team up with our friends at The Wallis to make their fantastic season more accessible to a new generation of theatergoers," said Brian Fenty, Chairman and Co-Founder of TodayTix. "Leveraging TodayTix's technology, we are excited to play a role in introducing new

audiences to the Wallis' programming and launching a new series where young theatergoers can meet and enjoy the social experience of seeing theater."

#### **About The Wallis:**

Since opening its doors in October 2013, The Wallis has produced or presented over 100 dance, theatre, opera, classical music and children's programs to an ever expanding audience. Located in the heart of Beverly Hills, California, The Wallis, under the leadership of Artistic Director Paul Crewes, Managing Director Rachel Fine and Board Chairman David C. Bohnett, brings audiences world-class theater, dance and music, performed by many of the world's most talented and sought-after artists. Featuring eclectic programming that mirrors the diverse landscape of Los Angeles and its notability as the entertainment capital of the world, The Wallis offers original and revered works from across the U.S. and around the globe. The mission of The Wallis is to be a vital cultural hub that uses unique arts events and education programming to entertain, enlighten and inspire children and adults in our community and across the nation. Nominated for 26 Ovation Awards, four L.A. Drama Critic's Circle Awards and the recipient of five architectural awards since opening in 2013, The Wallis is a breathtaking 70,000-square-foot venue that celebrates the classic and the modern and was designed by Zoltan E. Pali, FAIA of Studio Pali Fekete architects. The building features the restored, original 1934 Beverly Hills Post Office (on the National Register of Historic Places) that serves as the theater's dramatic yet welcoming lobby, and houses the 150-seat Lovelace Studio Theater, GRoW at The Wallis: A Space for Arts Education (a gift of Gregory Annenberg Weingarten and Family and the Annenberg Foundation), The Bar @ The Wallis and the contemporary 500-seat, state-of-the-art Bram Goldsmith Theater. Together, these structures embrace the city's history and its future, creating a performing arts destination for L.A.-area visitors and residents alike.

#### **About TodayTix:**

TodayTix is the first and only free mobile app for iOS and Android that provides access to the best prices on last minute theater tickets, booked same-day or within a week's time. Operating in the world's most iconic theater markets, TodayTix secures the best discounted and full price tickets available for the hottest shows in Los Angeles, New York City, London's West End, the San Francisco Bay Area, Washington DC, Chicago, Boston and Connecticut. Life-long friends and Broadway producers Merritt Baer and Brian Fenty launched TodayTix in New York City in December 2013. The company now has partnerships with more than 250 theater institutions globally including (but are not limited to:) Center Theatre Group, the Wallis Annenberg Center for the Performing Arts, Geffen Playhouse, LA Opera, The Public Theater, MSG Entertainment, Roundabout Theatre Company, Cirque du Soleil, Blue Man Group, Manhattan Theatre Club, The Metropolitan Opera, BAM, Nimax, Really Useful Theatres, Kenneth Branagh Theatre Company, Royal Court, Goodman Theatre, Lyric Opera, SHN, American Conservatory Theater, Arena Stage, Woolly Mammoth Theatre Company, A.R.T., Hartford Stage and Goodspeed Musicals. TodayTix has also launched daily mobile lotteries for Broadway's *Fun Home* and *Cirque du Soleil Paramour*, The Public Theater's *Hamilton*, Free First Previews initiative and Shakespeare in the Park, and The West End's *Kinky Boots*. TodayTix has most recently partnered with institutions including Second Stage, St. Ann's Warehouse, LA Opera, and SHN on their newest technology feature, daily mobile Rush. To learn more, please visit [www.todaytix.com](http://www.todaytix.com) or download TodayTix for iOS, Android and Amazon devices.

#### **About Time Out Group:**

Time Out is the trusted global platform that inspires and enables its users to experience the best of the city. Operating in 107 cities, across 39 countries, it has a monthly global audience reach of 111 million across all channels. Time Out has been discovering the brilliant and searching out the secret

and extraordinary since 1968. If you want to know about food, drink, nightlife, attractions, art, culture, shopping and travel, then Time Out is your social companion. With a world-class digital platform and top-quality curated content, Time Out connects brands and local businesses to the city. Now Time Out Market is taking that to the next stage, bringing the best of the city together under one roof enabling people to discover, book, live and share their experiences. In the evolving digital world, the platform's expertise and growing community of Time Outers and Tastemakers put the best of the city in the palm of your hand. We are global, and no one knows local better than we do.

For more information about The Wallis, please visit: [TheWallis.org](http://TheWallis.org).

For more information about TodayTix, please visit: [TodayTix.com](http://TodayTix.com).

For more information about *Time Out Los Angeles*, please visit: [timeout.com/losangeles](http://timeout.com/losangeles).

For downloadable photos, please visit [TheWallis.org/Press](http://TheWallis.org/Press).

Like The Wallis on [Facebook](https://www.facebook.com), and follow us on [Twitter](https://twitter.com) and [Instagram](https://www.instagram.com).

Like For The Record on [Facebook](https://www.facebook.com), and follow on [Twitter](https://twitter.com) and [Instagram](https://www.instagram.com). #FTRScorsese

**TICKET INFORMATION:**

**What:** *AfterParty @ The Wallis at For the Record: Scorsese*  
Wallis Annenberg Center for the Performing Arts  
Bram Goldsmith Theater  
9390 N. Santa Monica Blvd, Beverly Hills, CA, 90210

**When:** Thursday, September 22 at 8pm  
Thursday, October 6 at 8pm  
Thursday, October 13 at 8pm

**Tickets:** Single tickets: \$30 (includes theater ticket and complimentary drink voucher)  
*\*Available for purchase exclusively on the TodayTix app, beginning seven days prior to each performance.*

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