



TUESDAYS AT

FOR IMMEDIATE RELEASE!

THE TIME HAS COME!

ANNOUNCING BROADWAY'S EARLY WINTER CURTAIN

**STARTING JAN. 7, 21 SHOWS WILL RAISE THE CURTAIN ON
TUESDAYS AT 7 PM**

**FOR UP-TO-THE-MINUTE INFORMATION ON SPECIAL TICKET
OFFERS,**

PRE & POST SHOW DINING, PARKING AND MORE

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(October 26, 2002, New York) *42nd Street* star Tom Wopat, *Chicago's* Leading Lady Charlotte d'Amboise and *Disney's Beauty and the Beast's* "Cogsworth," the castle butler turned grandfather clock, played by Jeff Brooks, officially launched **Tuesdays at 7**, Broadway's new winter 7 p.m. curtain time, at the **Tourneau TimeMachine**. The stars were on hand to establish Broadway's time change and assist Tourneau's watch experts in "turning back" more than 8,000 watches in time for the end of Daylight Savings. Tourneau TimeMachine is recognized by Guinness World Records as the world's largest watch store.

Tuesdays at 7 is a 12-week community outreach program that encourages New Yorkers to come to Times Square this winter to enjoy a great show and a hearty meal. Beginning January 7, 2003, 21 hit Broadway shows will raise their curtains one hour earlier at 7 p.m., instead of 8 p.m., every Tuesday night through March 24, 2003. Participating shows include *Aida*, *Beauty and the Beast*, *Cabaret*, *Chicago*, *Dance of the Vampires*, *Dinner at Eight*, *Flower Drum Song*, *42nd Street*, *Hollywood Arms*, *Into The Woods*, *Les Miserables*, *Man of La Mancha*, *Metamorphoses*, *Movin' Out*, *Oklahoma!*, *Our Town*, *The Graduate*, *The Lion King*, *The Phantom of the Opera*, *Thoroughly Modern Millie*, and *Urinetown*.

Theatergoers can take advantage of timely special ticket offers, learn more about delectable dining options, access parking discounts, and find helpful public transportation tips on www.TuesdaysAt7.com, sponsored in part by **Tourneau, the official timekeeper of Tuesdays at 7**.

(more...)

Tom Wopat, who plays famed Broadway impresario Julian Marsh in the 2001 Tony Award®-winning musical *42nd Street*, was representing real-life Broadway producers when he said, “In winter, the sun sets earlier – why shouldn’t the lights of the Great White Way do the same? After the rush of the holidays is over, we hope New Yorkers will treat themselves to an early night on Broadway. This year, there’s a great show for every taste, a ticket price for every budget and a curtain time for every schedule.”

Tuesdays at 7 is the result of a consumer research study commissioned by a group of independent producers. The intent of the research was to determine whether theatergoers preferred a curtain time earlier than 8 p.m. and, if so, would they attend the theatre more often. **George Wachtel, president of Audience Research & Analysis**, conducted the study in May, 2002 at six Broadway productions on three different weeknights. More than 2,000 theater ticket buyers were sampled.

Mr. Wachtel concluded, “The earlier curtain time will increase weeknight business by responding to several audience constituencies – theatergoers with children, those who live in the suburbs, and sophisticated New Yorkers who enjoy dining out after the show. By focusing on only one weeknight, theatergoers accustomed to an 8 o’clock curtain will still have other options.”

Charlotte d’Amboise, star of the hit musical *Chicago*, is lending her support to the campaign. “Theatergoers ‘have it comin.’ Everyone today has a busy schedule. By adjusting the performance schedules on Broadway, theatregoing can become a more viable entertainment option for many more people.”

Time is of the essence for Cogsworth, the gracious and enchanting valet in *Disney’s Beauty and the Beast*, played with comic precision by veteran actor **Jeff Brooks**. “As Broadway’s only talking timepiece, I think Tuesdays at 7 is an idea whose time has come.”

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