



**From 45th Street to 48th Street**

**Times Square Photo Spots**

Picture yourself on the cover of *Playbill* with Times Square as your background. A perfect keepsake!

**Get the 411**

Need info while you're at *Curtain Up*? Speak with one of Prudential's friendly brand ambassadors. You'll recognize them by their natty, light blue pullovers.

**Between 47th Street and 48th Street**



New for 2022, celebrate with *BISBEE'S New York Beer Garden*. This outdoor kiosk and beer garden offers hot dogs, chili dogs, bratwurst, spicy chorizo, gourmet sandwiches, paninis, lobster rolls, and more. From classic New York deli fare to unwinding with a glass of beer or wine, sit, relax, and join us!



Guests can take photos, play a tune or two, and listen to special guest pianists on Playbill's *Sing for Hope Piano* sponsored by Hotel Edison. Performance schedules will be posted daily at the *Sing for Hope Piano*. To learn more about Sing for Hope, visit [singforhope.org](http://singforhope.org).



Sponsored by Audible Theater, stop by *Get Into Character* and get the star treatment all weekend long! Guests can get their makeup styled and/or face painted at this unique opportunity, complete with photo keepsake, all while listening to stories courtesy of Audible.

**Between 46th Street and 47th Street**



Presented by Prudential, this centerpiece for the *Curtain Up Broadway Festival* will teem with show-stopping musical numbers, exciting celebrity appearances and thought-provoking panels. In fact, on Sunday alone, actors from more than 20 hit Broadway shows will perform. Stop by the *Main Stage* all throughout *Curtain Up*!



The Playbill Store is THE Broadway store for theatre fans! Get all your Playbill and Broadway merchandise at the official Playbill Pop-Up Store located in the lobby of the Hotel Edison. Boasting t-shirts, mugs, collectible items, and more, this is your one-stop Broadway shop at *Curtain Up Broadway Festival*!

**Between 45th Street and 46th Street**



Make it big at *BE a STAR on Broadway* – the AR experience from Prudential. Choose from five Broadway costumes: *Into the Woods*, *SIX*, *Dear Evan Hansen*, *The Phantom of the Opera*, and *Beetlejuice*. Strike a pose, and see yourself in costume on our billboard at the top of Times Square. Your image will then be sent in an iconic Playbill cover design and sent to your phone as a shareable keepsake.



See your name in lights at Prudential's *Light The Way For Broadway* interactive marquee. It's all for fun – and for a good cause. For each participant from Sept. 30 to Oct. 2, Prudential will donation \$1 (or up to \$50,000 total) to Alvin Ailey American Dance Theater.



Join Prudential all weekend at *Belt It Out On Broadway*, a series of Dueling Piano show-downs held right in Times Square. From specially themed programs featuring Broadway stars, to spirited sing-alongs where audience members choose the tunes, rollicking good fun will be yours for the asking.



Sponsored by Wagoneer, guests can *Walk the Red Carpet* and "arrive" in style, courtesy of the all-new Grand Wagoneer. Live the life of a Broadway star and celebrate opening night with this unique photo opportunity in the heart of Times Square!