



Prudential presents
CURTAIN UP!
 BROADWAY IS BACK
 PLAYBILL

From 45th Street to 48th Street

The World's Largest Playbills

Playbill has created three (3) gigantic Playbills, each with a unique cover, for you to take photos in front of! Capture memories that will last a lifetime and share online!

Curtain Up! Street Team

Our Curtain Up! Street Team will be on hand daily throughout Times Square to help you with directions and information and to hand out **Playbill's Guide to Curtain Up!**

Between 45th Street and 46th Street



Join Curtain Up! at the **Playbill Piano Bar!** Take photos with a one-of-a-kind Sing for Hope® piano enrobed with Playbill covers. Enjoy mornings with The Broadway Podcast Network, stay for interviews, singalongs and concerts. **Check your Playbill Guide to Curtain Up!** for event times and listings.



Sponsored by Lexus, take a close look into the all-new Lexus NX 450h+ Plug-In Hybrid Electric Vehicle and the Lexus LS 500h with Lexus Teammate™. Guests can also explore Lexus' Road Back to Broadway — a unique history of Broadway productions you can “explore by block” in the middle of Times Square!



Join Prudential to turn the lights on for Broadway at their Times Square marquee. You'll watch as your name appears on a digital display while bright lights illuminate the marquee to celebrate the return of Broadway. For each fan who participates, Prudential will make a \$1 donation to the performing arts.



Tap into Prudential's AR experience and become the virtual star of a Broadway show! Pick from an array of costume options and use your camera to place a selfie in a costume. Afterwards, your character will appear on a digital Playbill cover layout, with you in the starring role. You can then display your cover in a one-of-a-kind digital mosaic in Times Square featuring custom Playbill images from like-minded theater lovers.

Between 46th Street and 47th Street



Presented by Prudential, The Curtain Up! Mainstage is the place to be! Stars and celebrities will fill the stage all three days of the event. From kick-off celebrations, to concerts, panels and more, Broadway Is Back and Live on Stage! **Check your Playbill Guide to Curtain Up!** for event times and listings.

Between 47th Street and 48th Street



Get all your Playbill and Broadway merchandise at the official Playbill Pop-Up Store sponsored by Renaissance Hotels®! Boasting t-shirts, mugs, collectible items, and more, this is your one-stop Broadway shop at Curtain Up!



Presented by Netflix's Dear White People, share your love for Broadway and its future! Give your regards by posting to Twitter using hashtag **#bwayregards**. If chosen, you may have your “five minutes of fame” on the wall and online!

Exclusively on Playbill.com

Staging the Comeback

Go behind the curtain with Prudential and Playbill for an online series where we hear from the talented, passionate people working behind the scenes in theater, helping to get Broadway and the performing arts back up and running. Enjoy these exclusive videos on **playbill.com**.