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LEAGUE OF CHICAGO THEATRES TO CLOSE HOT TIX BOOTH IN THE NORTH SHORE CENTER FOR THE PERFORMING ARTS IN SKOKIE

CHICAGO (April 14, 2008) – The League of Chicago Theatres announced today that it will close the Hot Tix booth at the North Shore Center for the Performing Arts at the end of June 2008.

“It has been wonderful having Hot Tix as a tenant at the North Shore Center and we are sorry to see the ticket booth in our facility close,” said Michael Pauken, General Manager of the North Shore Center for the Performing Arts. “Theatergoers in Skokie and neighboring communities have greatly benefited from convenient access to the discounted tickets that Hot Tix provides. Even though Hot Tix will no longer be a physical presence in our building, we look forward to continuing our long relationship with the League of Chicago Theatres as a member theater.”

The League will continue to operate two half-price walk-up service booths at the Chicago Tourism Center at 72 E. Randolph, and the Waterworks Visitors Center at 163 E. Pearson, Chicago. Patrons can find a large selection of half-priced tickets online everyday at www.hottix.org.

Hot Tix staff members will conduct 15 minute group demonstrations on purchasing half-priced tickets online at www.hottix.org to acquaint patrons that regularly use the Skokie booth with the service. The group demonstrations will take place on Friday, May 2 and Friday, June 13 beginning at 1:30 p.m. at the North Shore Center for the Performing Arts. The demonstrations are free and open to the public. Patrons unable to attend those days are welcome and encouraged to walk-up to the Skokie Hot Tix booth during service hours and request a free demonstration of Hot Tix Online from a staff member.

Hot Tix booth locations are open 10 a.m. to 6 p.m. Tuesday through Saturday and 11 a.m. to 4 p.m. on Sundays. The booth in Skokie is closed on Sundays.

“As Hot Tix Online launched, more patrons in the suburbs began taking advantage of the convenience of online sales, and it became financially unnecessary to continue operating and staffing the Skokie booth,” said Dipti Patel, Director of Ticketing for the League of Chicago Theatres. “We’d like to thank the North Shore Center for the Performing Arts for being a great partner and friend of the League. They’ve played an integral part in supporting the operations of our 200 member theaters and bringing thousands of patrons to the theater.”

The League of Chicago Theatres (LCT) is an alliance of theaters which leverages its collective strength to promote, support and advocate for Chicago's theater industry locally, nationally and internationally. The League of Chicago Theatres Foundation (LCTF) is dedicated to enhancing the art of theater in the Chicago area through audience development and support services for theaters and theater professionals.

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Hot Tix experienced a record-breaking summer in total ticket sales and revenue, thanks in large part to the Hot Tix Online program that was launched one year ago. Online sales now account for one-third of overall Hot Tix sales.

THE LEAGUE OF CHICAGO THEATRES

Hot Tix is a program of The League of Chicago Theatres. Founded in 1979, the League is an alliance of theaters that leverages its collective strength to promote, support and advocate for Chicago's theater industry locally, nationally and internationally. Currently, the League serves a diverse membership of more than 190 theaters and theater companies, ranging from small storefront, non-union companies to major cultural centers with multi-million dollar facilities and productions.

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The League of Chicago Theatres gratefully acknowledges the 2008 general operating support of The Alphawood Foundation, The Boeing Company, CityArts Program IV, Chicago Department of Cultural Affairs, Chicago Community Trust, the Illinois Arts Council, a state agency, the John D. & Catherine T. MacArthur Foundation, Illinois Mile After Magnificent Mile in corporation with the Illinois Department of Commerce and Economic Opportunity/Bureau of Tourism and The Shubert Foundation. For complete information about the League of Chicago Theatres, visit **chicagoplays.com**.

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