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Season Member deposits top 8,000 for inaugural Broadway season at Tanger Center

(GREENSBORO, NC) – The Steven Tanger Center for the Performing Arts announced today that it has exceeded its goal of 8,000 deposits for season seat memberships for the 2020-2021 Broadway season.

Partnering with industry leaders Nederlander and Professional Facilities Management, Inc. (PFM), the Tanger Center's inaugural Broadway season will begin in the spring of 2020 and is comprised of six shows over a 14-month period, including the Broadway blockbuster WICKED. The additional five shows in the 2020-2021 Season, as well as the performance dates for all six shows, will be announced this spring.

"The response to our Broadway season ticket marketing campaign has been nothing short of phenomenal," said Greensboro Coliseum Complex managing director Matt Brown. "To reach our goal of 8,000 deposits two months ahead of schedule with only one show (WICKED) having been announced so far is an incredible achievement. Based on the extremely enthusiastic response to our campaign thus far, I am confident we will reach 10,000 deposits by the time we announce the rest of our spectacular inaugural season lineup this spring."

Deposits to reserve season seat memberships for the 2020-21 Broadway season are currently being accepted at www.TangerCenter.com. Individuals who place deposits* (\$100 per season seat membership) will be able to select their preferred performance date/time prior to the general public on sale date and have the first opportunity to guarantee their seat for all six Broadway Series productions.

"We are thrilled with the initial success of Broadway at Tanger Center," said the partners at PFM and Nederlander, including Lynn Singleton, PFM President, Norbert Mongeon, PFM Vice President/Treasurer, and Jack Meyer, Nederlander VP of Programming. "The success of the deposit campaign shows that the Triad has an audience that is hungry for great live theatre and we are excited to deliver the best of Broadway to the region."

ABOUT TANGER CENTER – TangerCenter.com

The Steven Tanger Center for the Performing Arts will host more than 150 events per year and be managed by the staff of the Greensboro Coliseum Complex. The Tanger Center will host a diverse variety of events including touring Broadway productions, concerts, Guilford College's Bryan Series, Greensboro Symphony Orchestra performances, comedy shows and all types of family entertainment. The venue is scheduled to open in March, 2020.

**please visit for TangerCenter.com for Tanger Center Broadway Season Seat Membership terms and conditions*