



**Media Contact:**  
**Lauren Beyea**  
**Associate Director of Communications and Marketing**  
**(202) 434-9543 / [lbeyea@fords.org](mailto:lbeyea@fords.org)**

Ford's Theatre  
511 Tenth Street, NW  
Washington, DC 20004  
[www.fords.org](http://www.fords.org)

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## **FORD'S THEATRE SOCIETY AND TODAYTIX ANNOUNCE FOURTH YEAR OF FREE FIRST PREVIEW TICKET INITIATIVE DURING FORD'S THEATRE 2019-2020 SEASON**

### **MORE THAN 5,000 PERFORMANCE TICKETS GIVEN AWAY TO DATE**

Washington, D.C. – Ford's Theatre Society and TodayTix announced the fourth year of the popular **Free First Preview** initiative, through which free tickets are given away to the first performance of all Ford's Theatre mainstage productions. The TodayTix digital lottery launches online and in the app one week before the first performance of each mainstage production in the 2019-2020 season. A total of 1,950 tickets will be given away.

This season's Free First Preview performances are:

- **August Wilson's *Fences*: September 27, 2019, at 7:30 p.m.**
  - Lottery opens: September 20, 2019 at 10:00 a.m. ET
  - 600 tickets available to win
- ***A Christmas Carol*: November 21, 2019, at 7:30 p.m.**
  - Lottery opens: November 14, 2019, at 10:00 a.m. ET
  - 150 tickets available to win
- ***Silent Sky*: January 24, 2020, at 7:30 p.m.**
  - Lottery opens: January 17, 2020, at 10:00 a.m. ET
  - 600 tickets available to win
- ***Guys and Dolls*: March 13, 2020, at 7:30 p.m.**
  - Lottery opens: March 6, 2020, at 10:00 a.m. ET
  - 600 tickets available to win

The Free First Preview initiative began in fall 2016 as a way to broaden access to Ford's Theatre programming by removing price barriers and inviting those who live and work in the Washington-area to

consider participation in the arts. During the most recent 2018-2019 season, more than 6,400 people entered the lottery to claim more than 1,700 free tickets to Ford's Theatre productions.

"We're proud to partner with TodayTix for our Free First Preview program, and proud of how simple and effective the process has been for raising awareness about and increasing access to performances at historic Ford's Theatre," said **Ford's Theatre Director Paul R. Tetreault**.

To enter the digital lottery, patrons must **enter online or download the TodayTix app** (available in Apple App Store or the Google Play Store), open it and select the "Free First Preview" performance of each show. Entries are accepted starting a week prior to each first preview performances. Winners will be notified by email and push notification between 10:00 a.m. ET and 2:00 p.m. ET on the day of the first preview. Winners must confirm their winning tickets (up to two) in the TodayTix app or website within one hour of being notified.

In addition, a **limited number of partial view tickets and any unclaimed digital lottery tickets will be distributed through an in-person standby list** at the Ford's Theatre Box Office on the day of the Free First Preview. Beginning at 5 p.m. on the day of each Free First Preview performance, patrons can sign up using their email address to receive up to two tickets per person at the box office. In-person waiting list entries are eligible for partial view seats and any unclaimed lottery tickets. At 7:00 p.m., the box office distributes tickets on a first-come, first-served basis according to the waitlist order.

**For additional information about the Ford's Theatre 2019-2020 season, visit [www.fords.org](http://www.fords.org).**

### **Ford's Theatre Society**

One of the most visited sites in the nation's capital, Ford's Theatre reopened its doors in 1968, more than a hundred years after the assassination of President Abraham Lincoln. Operated through a partnership between Ford's Theatre Society and the National Park Service, Ford's Theatre is the premier destination in the nation's capital to explore and celebrate Abraham Lincoln's ideals and leadership principles: courage, integrity, tolerance, equality and creative expression.

Ford's Theatre Society was founded under the guidance of executive producer **Frankie Hewitt**, who, during her 35-year tenure, established Ford's as a living, working theatre producing performances that highlighted the diversity of the American experience. Since the arrival of **Paul R. Tetreault** as Director, critics and the theatregoing public have recognized Ford's for the superior quality of its artistic programming. With works from the Tony-nominated *Come From Away* and the nationally acclaimed *Big River*, to the world premieres of *Meet John Doe*, *The Heavens Are Hung In Black*, *Liberty Smith*, *Necessary Sacrifices*, *The Widow Lincoln* and *The Guard*, Ford's Theatre is making its mark on the American theatre landscape. In the past decade, the mission of Ford's Theatre Society expanded to include education as a central pillar. This expansion led to the creation and construction of the Center for Education and Leadership, which opened in February 2012. Under the current leadership of Board of Trustees Chairman **Phebe N. Novakovic** and through the lens of Lincoln's leadership and legacy, Ford's today endeavors to advance Lincoln's "unfinished work" with programs and performances that cultivate empathy, encourage dialogue and bridge divides in our American life.

For more information on Ford's Theatre and the Ford's Theatre Society, please visit [www.fords.org](http://www.fords.org).

### **TodayTix**

TodayTix is the premier digital gateway to shows, arts and cultural experiences. Through its mobile-first, design-focused ticketing platform, TodayTix is the place for audiences to discover, explore and engage with the best entertainment their city has to offer. TodayTix works with more than 1,300 partners to provide the best-priced tickets available in 15 markets around the world, including New York City,

London's West End, Toronto, the San Francisco Bay Area, Los Angeles, Seattle, Washington DC, Chicago, and Australia. Through innovative digital Lottery and mobile Rush ticketing programs, TodayTix has generated nearly 12M digital lottery entries and 2.5M social shares through 900 activations to date, engaging the spontaneous nature of a younger audience and introducing a new generation of audiences to the venues.

Since launching TodayTix in New York City in December 2013 by life-long friends and Broadway producers Merritt Baer and Brian Fenty, the company has engaged more than 5 million users to connect beyond ticketing into new cultural experiences that bring human interaction back to our digital world.

To learn more, visit [www.todaytix.com](http://www.todaytix.com) or download TodayTix for [iOS](#) or [Android](#).

**Ford's Theatre on Twitter: @fordstheatre**  
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