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TEXAS PERFORMING ARTS
AND BROADWAY ACROSS AMERICA
ANNOUNCE A NEW PARTNERSHIP WITH
THE LONG CENTER FOR THE PERFORMING ARTS

Texas Performing Arts at the University of Texas at Austin and Broadway Across America are proud to announce an unprecedented alliance with the Long Center for the Performing Arts. During the 2010-2011 season, the Long Center will host one of the five H-E-B Broadway Across America - Austin productions, plus a few additional non-subscription special engagements. The other four Broadway season productions and additional special engagements will remain at Texas Performing Arts' flagship venue Bass Concert Hall.

This new partnership brings together two of Austin's most outstanding performing arts presenters, in an effort to elevate and expand an already stellar Broadway presence in Austin. Texas Performing Arts, a program in UT's College of Fine Arts, and Broadway Across America have been partners for the last 25 years presenting over 100 Broadway productions including blockbusters like *The Lion King* and *Wicked*. Titles for the 2010-2011 Broadway Season which will include Broadway productions at the Long Center have not yet been finalized but will be announced in early 2010.

"Expanding our Broadway Across America partnership to include the Long Center reflects the true spirit of Austin; a progressive, thriving and creative community that places a high premium on what the arts can do for the quality of life for all its citizens," says Kathy Panoff, Texas Performing Arts director and associate dean.

The Long Center opened in 2008 and is the home to the Ballet Austin, the Austin Lyric Opera, and the Austin Symphony Orchestra, as well as numerous other civic arts organizations.

“Co-operating with other Austin performing arts organizations is central to the mission of the Long Center,” said Cliff Redd, executive director, “and Broadway is an important part of our programming mix. Thus, the partnership with Texas Performing Arts and Broadway Across America makes total sense both organizationally and from a customer service point of view.”

“We applaud the College of Fine Arts Dean Doug Dempster for his vision of cooperation by encouraging a partnership that will enhance the caliber and breadth of performing arts in the Austin community,” says Miles Wilkin, CEO Broadway Across America. “We are proud to be associated with such prestigious local organizations that contribute to the cultural well being of Austin.”

“At H-E-B, we understand how performing arts improve our quality of life,” exclaims presenting sponsor H-E-B’s Director of Public Affairs, Leslie Lockett. “This collaboration will make the community stronger and expand options for audiences in the region. We applaud Texas Performing Arts’ vision for a vibrant arts community and their leadership in making it happen.”

For more information on Texas Performing Arts, please visit www.TexasPerformingArts.org.

For more information on The Long Center for the Performing Arts, please visit www.thelongcenter.org.

For more information on Broadway Across America, please visit www.broadwayacrossamerica.com.

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