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**FORD'S THEATRE SOCIETY AND TODAYTIX
ANNOUNCE THIRD YEAR OF
FREE FIRST PREVIEW TICKET INITIATIVE
DURING FORD'S THEATRE 2018-2019 SEASON**

**MORE THAN 3,600 PERFORMANCE TICKETS
GIVEN AWAY TO DATE**

Washington, D.C. – Ford's Theatre Society and TodayTix announced the third 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 one week before the first performance of each mainstage production in the 2018-2019 season. A total of 2,000 tickets will be given away.

This season's Free First Preview performances are:

- ***Born Yesterday*: September 21, 2018, at 7:30 p.m.**
- ***A Christmas Carol*: November 15, 2018, at 7:30 p.m.**
- ***Twelve Angry Men*: January 18, 2019, at 7:30 p.m.**
- ***Into the Woods*: March 8, 2019, at 7:30 p.m.**

The Free First Preview initiative began in fall 2016 in an effort 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 2017-2018 season, more than 6,000 people entered the lottery to claim more than 1,900 free tickets to Ford's Theatre productions. Seventy-three percent of Free First Preview tickets during the 2017-2018 season were reserved by new-to-Ford's patrons. Eighty-seven percent of patrons resided in the D.C-metro area.

"Ford's is committed to increasing access to our outstanding stage productions, and our collaboration with TodayTix helps make that possible. I look forward to introducing many more people to our work this season through this successful Free First Preview initiative," said **Ford's Theatre Director Paul R. Tetreault**.

“TodayTix is committed to making theater more accessible to anyone who wants to enjoy it. We're so proud to be a partner with Ford's on this valuable program that has made free performances available to more than 3,500 theatergoers in less than two years,” said **TodayTix Co-Founder and CEO Brian Fenty**.

To enter the digital lottery, patrons must download the TodayTix app (available in [Apple App Store](#), the [Google Play](#) or [Amazon AppStore](#)), open it and select “TodayTix Free First Previews” with Ford's Theatre. 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 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 more information on the Ford's Theatre 2018-2019 season, visit 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.

Ford's Theatre on Twitter: [@fordstheatre](#)
Ford's Theatre on Facebook: <http://www.facebook.com/fordstheatre>
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TodayTix

TodayTix is an international ticketing platform on a mission to redefine the way people experience theater. Through effortless access to the best shows, insightful guidance to the world of theater, and thoughtful service at each moment along the way, TodayTix enables people to discover the best that their city has to offer. Operating in the world's most iconic theater markets, TodayTix secures the best discounted and premium-priced tickets available for the shows everyone is talking about in New York City, London's West End, Toronto, the San Francisco Bay Area, Los Angeles, Seattle, Philadelphia, Connecticut, Boston, Washington DC, Chicago, Houston, and Dallas-Fort Worth.

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 welcomed nearly 4 million users, sold more than 2.6 million tickets, and assembled one of the largest networks of performing arts organizations in the world, partnering with more than 1,000 arts institutions globally. These include, but are not limited to: SHN, Curran, American Conservatory Theatre, The Public Theater, MSG Entertainment, Roundabout Theatre Company, Cirque du Soleil, Blue Man Group, The Metropolitan Opera, BAM, English National Opera, Delfont Mackintosh Theatres, Really Useful Theatres, The Royal Shakespeare Company, The Young Vic, National Ballet of Canada, Canadian Opera Company, Goodman Theatre, Lyric Opera, The Second City, The John F. Kennedy Center for the Performing Arts, Signature Theatre, Center Theatre Group, LA Opera, the LA Philharmonic, The 5th Avenue Theatre, Seattle Repertory Theatre, Pacific Northwest Ballet, The Kimmel Center, American Repertory Theater, and AT&T Performing Arts Center.

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

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