

TOURISM TORONTO LAUNCHES OFFICIAL PARTNERSHIP WITH TODAYTIX

The partnership connects TodayTix's vast and loyal following to Toronto's thriving theatre scene

TORONTO (October 3, 2017) – Tourism Toronto has formed an official partnership with international ticketing platform [TodayTix](#), giving visitors a one-stop-shop to view and purchase tickets for Toronto's theatre and live entertainment directly from the [Tourism Toronto website](#).

The TodayTix website and app allows users to search and buy tickets for performances happening in Toronto that day or up to thirty days in advance. Tickets may be discounted and can be available up to an hour before showtime. Toronto's best theatre, art and culture can now be discovered and purchased in one place by users based on their schedule and their budget.

"The Toronto experience isn't complete until a visitor takes in some of the best arts, theatre and culture in the world. TodayTix makes that easier than ever," said Johanne Bélanger, President and CEO of Tourism Toronto. "Toronto's outstanding theatre and live events are now showcased to the millions of TodayTix loyal fans in the U.S. and U.K."

The partnership with Tourism Toronto comes on the heels of TodayTix's launch in Toronto earlier this summer. The TodayTix website and app gives visitors access to shows in Toronto's downtown and its surrounding regions like Stratford and Niagara-on-the-Lake, offering the best prices available within the next thirty days.

"TodayTix allows users to immediately plug into the vibrant Toronto theatre scene without spending valuable time researching," said Brian Fenty, CEO and co-founder of TodayTix. "This city has some of the best performing arts in the world and we want to make it as easy as possible for theatre lovers to access and experience it all."

About Tourism Toronto

Tourism Toronto is an industry association, with more than 1,000 member businesses, and the official destination marketing organization for Toronto, "Canada's Downtown." With sales and marketing programs in key markets around the world, Tourism Toronto promotes the Toronto region as a remarkable destination for tourists, convention delegates and business travelers. Tourism Toronto operates in partnership with the Greater Toronto Hotel Association and the Ontario Ministry of Tourism, Culture and Sport. For more information please visit [SeeTorontoNow.com](#).

About TodayTix

TodayTix is an international ticketing platform on a mission to redefine the way people see and experience theatre. Through effortless access to the best shows, insightful guidance to the world of theatre, and thoughtful service at each moment along the way, TodayTix enables people to discover the best that their city has to offer. As the first and only free mobile app for iOS and Android connecting the next generation of culture lovers to theatre, TodayTix is disrupting an established industry that is ripe for innovation.

PRESS RELEASE



Operating in the world's most iconic theatre markets, TodayTix secures the best discounted and full price tickets available for the hottest shows in New York City, London's West End, the San Francisco Bay Area, Los Angeles, Seattle, Philadelphia, Connecticut, Boston, Washington DC, Chicago, and most recently Toronto.

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

– 30 –

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