

Thursday 17 October 2019

SYDNEY FESTIVAL JOINED BY TODAYTIX AS DIGITAL TICKETING TECHNOLOGY PARTNER TO MAKE TICKETS MORE ACCESSIBLE

Sydney residents and visitors can buy advance and day-of mobile Rush tickets for the much-anticipated 2020 Festival on the user-friendly platform.

Thursday 17 October 2019, SYDNEY: [TodayTix](#), the premier digital gateway to arts and cultural experiences, has joined forces with [Sydney Festival](#) to give fans of theatre, music and beyond the opportunity to discover the best events Sydney has to offer, all in a matter of seconds on their phones.

Whether booking seats in advance or looking for a last-minute deal, this partnership will give festival goers access to on-demand tickets via the TodayTix app and website, eliminating the need to queue up at the box office. Tickets to a range of exciting Sydney Festival events go on sale from 31 October, starting at \$45 on the TodayTix platform.

In January, TodayTix will also serve as the official digital platform for Sydney Festival's [TIX FOR NEXT TO NIX](#) day-of-show access program. For the first time in its 44-year history, this premiere program will now be fully mobile and more accessible than ever, powered by the TodayTix mobile Rush technology.

"Sydney Festival is an electric celebration of the style and energy of Sydney, and TodayTix is honoured to be joining its legacy. Through showcasing cutting-edge performances and groundbreaking artistry, SydFest parallels the TodayTix mission to amplify accessibility to the arts for the masses, and we are thrilled to kick off our second year in Sydney through this partnership by powering the Tix for Next to Nix program on our platform," TodayTix Co-Founder and CEO Brian Fenty said.

Since launching in Australia in January 2019, thousands of Australians have joined the TodayTix global community to explore a range of creative arts performances from Opera, Theatre, Classical Music and Musical Theatre, all within a few taps on their phone.

Sydney Festival and TodayTix are coming together with a shared mission to make the 2020 festival events more accessible to locals and visitors alike, who all want to be a part of Sydney's vibrant culture.

The line-up for Sydney Festival 2020 will be announced on 30 October, with single tickets on-sale via TodayTix and the Sydney Festival website from 31 October at 10 am.

The TodayTix app can be downloaded for [iOS](#) or [Android](#).

- ENDS -



About Sydney Festival
8 - 26 January 2020

Every January, Sydney Festival starts the new year with a bang, transforming the city into a bold cultural celebration based on big ideas, art and performance. In 2020 the Sydney Festival, Artistic Director Wesley Enoch, presents an inclusive and exciting program of performances across theatre, dance, music, family, circus, illusion and more. Sydney Festival is one of Australia's largest commissioners of new Australian works and everyone is invited, thanks to Tix for Next to Nix powered by TodayTix.

For more information visit www.sydneyfestival.org.au

About 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 1,400 partners to provide the best-priced tickets available in 16 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 more than 11.6M digital lottery entries and 2.3M 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 or download TodayTix for [iOS](#) or [Android](#).

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