

Live theater can be a memorable gift experience



The experience of live theater is unlike any other. Watching actors perform live on stage can be a wonder to behold, and many people even vividly recall the first play or musical they attended.

According to a survey conducted by Nielsen Scarborough in spring of 2016, more than 47 million Americans had attended a live theatre event within the past month. No matter if one is a lover of the arts or simply enjoys a night out on the town, live theater can make for the perfect holiday gift. Here's how to make the gift of live theater happen this season.

- **Enroll in a discount ticket program.**

Explore the possibilities of discounted tickets through employers, schools or professional organizations. Groups offer perks like enrollment in entertainment plans that are affiliated with theaters across the country. Participation in these clubs can offset the cost of tickets.

- **Tap into a person's interests.** Theater shows run the gamut from serious dramas to lighthearted musicals. Find a show that you think fits the recipient. Many new musicals are based on pop culture and can entertain just about anyone. For example, "The Cher Show," "Jersey Boys," "Beautiful," and "Rock of Ages"

have tapped into popular music as the crux of the storyline and can appeal to anyone who grew up listening to certain performers.

- **Look close to home.** While London's West End and Broadway in New York City are the most renowned places for live theater, you don't have to stray far from home to find quality performances. Many shows go on tours and visit various big cities. If you live close to a college campus or regional theater company, you can probably find great, budget-friendly performances nearby.

- **Make it a road trip.** If your mantra is "go big or go home," then you can purchase tickets for a show having a run on Broadway. Just be sure to include the travel arrangements and accommodations into the gift to make it worry-free for the recipient. Many Broadway tickets get discounted post-Christmas as a way to boost tourism during winter months. Consider this as a cost-saving measure.

- **Throw in a bonus.** Ensure lasting memories of live theater by including an original cast recording soundtrack, script, book on which the show was based, posters, or another memento of the show.

Live theater is a holiday gift that keeps on giving long after the curtain has come down.

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