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BROADWAY PLUS CELEBRATES 10 YEARS OF CREATING UNFORGETTABLE BROADWAY EXPERIENCES WITH STAR-STUDDED ANNIVERSARY PARTY

NEW YORK, NY (August 11, 2026) — Broadway Plus, the premier Broadway experience company, celebrated a major milestone last night on August 10, with an unforgettable 10th anniversary celebration at The Times Square EDITION in New York City. Photos from the event [available for download here](#). Photo credit Michael Hull.

Bringing together Broadway performers, industry leaders, friends, partners, and members of the Broadway Plus community, the evening honored a decade of creating extraordinary access to the people, performances, and experiences that make Broadway special.

Broadway Plus Founder and President **Nathaniel Hill** took the stage during the celebration to reflect on the company's journey from its founding 10 years ago to its evolution into a leading provider of Broadway experiences. Hill shared remarks on the company's beginnings, the vision that inspired Broadway Plus, and the many artists, partners, clients, and team members who have helped shape its story over the past decade.

The evening featured a special performance of "Broadway Plus," an original song written by **Andre Catrini** and performed by **Ximone Rose, Natalie Joy Johnson, Mia Gentile, and Kimberly Marable**. The performance was followed by a high-energy freestyle performance from **Aneesa Folds**, with **Jack Gross** on beatbox.

The celebration culminated in an epic 16-minute Broadway medley, arranged by Michael Ferrara and performed by more than 20 Broadway artists including **Sydney James Harcourt, Lissa deGuzman, Carrie St. Louis, Tristen Buettel, Samantha Pollino, Aramie Payton, Cassie Silva**, and more. The show-stopping finale brought the room to its feet and served as a fitting tribute to the extraordinary artists and live performances at the heart of Broadway Plus.

"As Broadway Plus celebrates its 10th anniversary, we're incredibly proud to mark a decade of bringing people together through unforgettable Broadway experiences. What began in 2016 as me, a laptop, and a passion for connecting Broadway fans to artists has grown into a worldwide community united by a shared mission: supporting the theater community while spreading joy through meaningful human connection. Over the past ten years, more than 2,500 Broadway artists and 16,000 clients have helped make that mission a reality, alongside the 51 extraordinary team members and interns whose hard work behind the scenes has made every experience possible. In an era defined by constant technological change, Broadway Plus remains committed to the belief that nothing can replace the magic of live theater or the incredible memories forged when people come together," said Hill.

Broadway Plus has spent the past decade expanding the ways audiences can experience Broadway. From group tickets and premium seating to VIP meet-and-greets, private performances, educational programming, corporate entertainment, and personalized experiences with Broadway artists, Broadway Plus makes it possible to experience Broadway beyond the stage.

For more information, visit broadwayplus.com.

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