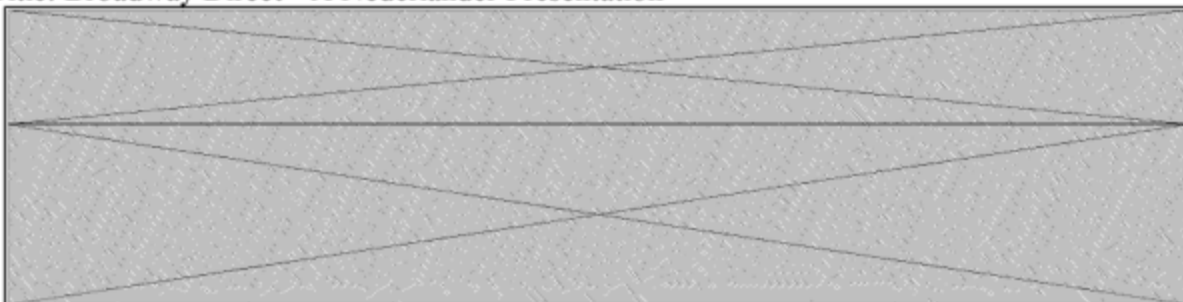
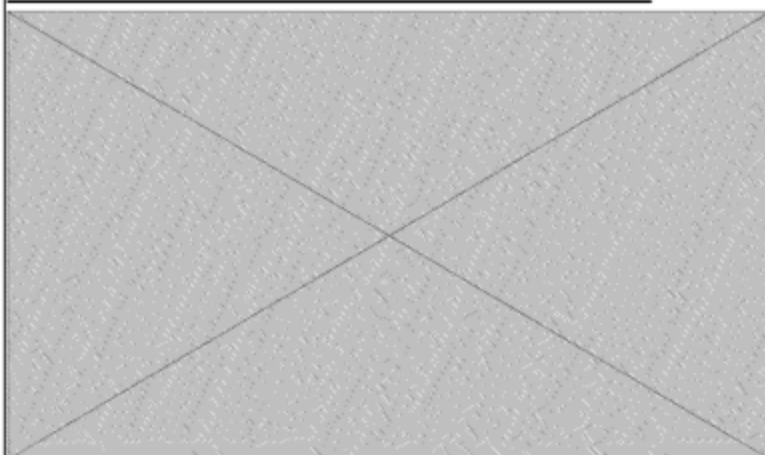


To: [REDACTED]
From: Broadway Direct
Sent: Tue 9/25/2012 3:13:50 PM
Subject: Once, the Tony-winning sensation, captivates New York audiences

Title: Broadway Direct - A Nederlander Presentation

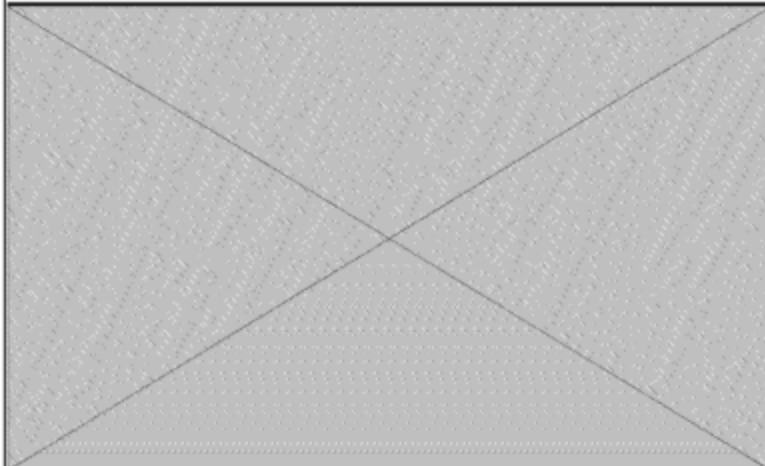


BROADWAY'S LOVE AFFAIR WITH ONCE



Critics and audiences agree that *Once* has brought something special to Broadway. Since its first workshop less than two years ago, *Once* has won eight Tony Awards®, including Best Musical, captivated thousands of people a week at the Bernard B. Jacobs Theatre and become the unlikeliest smash hit on Broadway. [Read more.](#)

FANS FLOCK TO BROADWAY'S HOTTEST TICKET



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[Buy tickets for *Once* on Broadway.](#) **TICKET TIP:** Looking for the best seats? Try [premium tickets](#).

WATCH



WINNER! BEST MUSICAL 2012 TONY AWARD. [Watch now.](#)

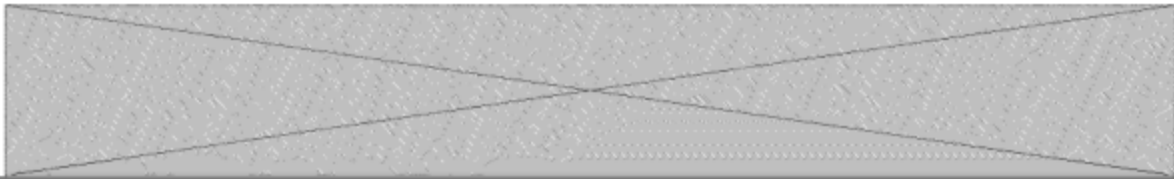
WIN



Win a pair of tickets to the

It's only 9:30 a.m., but Jen Kossin and Tommi May, two budding actresses, have almost accomplished their most important mission of the day. The young women have been sitting on the sidewalk in front of the Bernard B. Jacobs Theatre since around dawn, hoping to get rush tickets for the hit Broadway musical, where each month the *Once* marketing team surprises the whole line with official t-shirts from the production. Kossin, 20, and May, 23, arrived at 6 a.m. [Read more.](#)

critically acclaimed *Once*, and experience a visionary celebration of life and love.
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