

Wednesday 13 February. For immediate release

STC BREAKS BOX OFFICE RECORDS

Single tickets for the second half of Sydney Theatre Company's 2013 season went on sale on Monday 11 February 2013 and the Company's all-time one day box office sales record has been broken on two consecutive days.

Close to 7,500 tickets were sold throughout Monday 11 February and more than 5,500 tickets were sold on Tuesday 12 February. The previous biggest single box-office day for the company was 1 December 2009 when 5100 tickets were sold as general tickets went on sale for the entire 2010 season on that date.

Anticipating that demand would be great, STC had two single tickets on-sale dates for the 2013 season. Single tickets for the first half of the season were made available from 3 December 2012 (3289 sold that day) and the second half of the year became available for single ticket purchase on 11 February 2013. However even with this strategy, the unprecedented demand for tickets this week has been overwhelming and the website crashed, requiring STC to work closely with its site developer to fix technical issues. Nevertheless, while people have been purchasing by phone and over the counter, the majority of the 13,000 sales throughout these record-breaking days have been via the STC website.

Executive Director Patrick McIntyre said: "2013 is shaping up to be an exceptional year for STC. Since the season was announced in September the interest has been intense. Season ticket sales are strong and demand for single tickets is very high. As we encountered some difficulties with online booking, we are very grateful that customers stuck by us for what was sometimes a frustrating experience. It is a priority for us to improve our online facility for major sales days.

"The good news is that despite these record breaking days for STC, most of our shows have lengthy runs and there is still availability for even the most popular shows including *The Maids*, *Waiting For Godot* and *Rosencrantz and Guildenstern are Dead*. I'd advise people to move soon to secure their tickets though," he said.

Proving to be the most popular at the box office in the last two days have been *The Maids* with Cate Blanchett and Isabelle Huppert, *Waiting For Godot* with Richard Roxburgh and Hugo Weaving and *Rosencrantz and Guildenstern are Dead* with Tim Minchin and Toby Schmitz. Also selling strongly were family classic *Storm Boy* with Trevor Jamieson and Peter O'Brien, perennial favourite *The Wharf Revue* and the much anticipated international hit from the National Theatre of Great Britain, *One Man, Two Guvnors*.

This year, STC's first two shows, *The Secret River* and *School Dance*, completely sold out. *Mrs Warren's Profession*, opening next week has sold so strongly for its initial season that another run has been scheduled for July. For *Little Mercy* by Sisters Grimm and *Dance Better at Parties* by Gideon Obarzanek, there is now limited availability only, while *Machinal* by Sophie Treadwell has sold out.

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