

M&T Bank to Debut New Sponsorship of Broadway Season in Syracuse

‘M&T Bank Broadway Season’ Begins with 2017-2018 Series, Features Five National Touring Shows

SYRACUSE, N.Y.; Aug. 31, 2017—M&T Bank will expand its commitment to bringing world-class Broadway theater to Upstate New York audiences with its new sponsorship of the Broadway Season in Syracuse. The “M&T Bank Broadway Season” will debut this October when the 2017-2018 series begins with *A Gentleman’s Guide to Love and Murder*, a 2014 best musical award winner.

M&T Bank’s support will help sustain the Broadway series and provide necessary resources to attract some of the world’s best theatrical performances to Syracuse.

“Investing in arts and culture strengthens our local economy and enhances quality of life. From the jobs it bears to the inspiration it provides, we support the arts community because we believe in its importance and impact,” said Allen Naples, M&T Bank regional president in Syracuse. “That’s why we’re excited to debut the M&T Bank Broadway Season, which will draw visitors to Syracuse, boost the tourism industry, and enrich the lives of Central New Yorkers with spectacular cultural experiences.”

“M&T Bank has an impressive history of supporting the arts in Upstate New York, and we’re thrilled to have them as the title sponsor of our Broadway series in Syracuse,” said Albert Nocciolino, president of NAC Entertainment, which produces the series. “For decades, this series has made a substantial economic impact and entertained thousands in our community and beyond. The M&T Bank Broadway Season will enhance this tradition and ensure we have the support we need in the years ahead.”

As the title sponsor of the annual Broadway seasons in Buffalo, Rochester, Binghamton and now Syracuse, M&T continues to grow its commitment to supporting programs that celebrate and inspire creativity among people of all ages.

The bank’s backing of Broadway across Upstate New York also reflects its commitment to the revitalization of urban centers throughout New York State. Each series attracts large audiences to their respective cities, which stimulates economic activity. Additionally, the Broadway seasons and their patrons bolster the vitality of important community venues like Shea’s Performing Arts Center in Buffalo, the Auditorium Theatre in Rochester and the Broome County Forum Theatre in Binghamton.

Approximately 100,000 tickets will be sold for the 2017-2018 M&T Bank Broadway Season in Syracuse, bringing thousands of people to the Landmark Theater and Crouse Hinds Theater in downtown Syracuse. These visitors generate an economic boost for downtown Syracuse through their spending at restaurants, bars, hotels and local shops.

This year, the Famous Artists Broadway Theater Series marks its 69th season of hosting high-profile performances in Central New York.

In addition to *A Gentleman’s Guide*, which runs Oct. 10-12, this year’s M&T Bank Broadway Season features:

- *The Lion King*, Oct. 26-Nov. 12
- *A Chorus Line*, Feb. 20-22
- *Kinky Boots*, March 13-15
- *Dirty Dancing*, May 15-20

Interestingly, the M&T Bank Broadway Season in Syracuse will be the first time audiences anywhere in the world will see a newly-configured production of *The Lion King*, which has been designed for venues that previously could not accommodate the show. The production, which will offer three weeks of performances, will spend an additional five weeks in Syracuse learning and refining the technical changes. With about two months in town, the production will further boost the Broadway season’s significant economic impact.

For more on the M&T Bank Broadway Season and for ticketing information, [visit this link](#).

About M&T Bank

M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T’s principal banking subsidiary,

M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T's Wilmington Trust-affiliated companies and by M&T Bank.

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