



15 Livingston Ave | New Brunswick, NJ 08901  
732-246-SHOW (7469) | [STNJ.org](http://STNJ.org)

## **NEWS RELEASE**

Contact: Kelly Blithe, Director of Communications & Community Engagement  
732-247-7200, ext. 542 | [kblithe@STNJ.org](mailto:kblithe@STNJ.org)

# **State Theatre New Jersey Announces DiscoveryTix Program As Part of a Mission to Provide Arts Access for All With Support from Bank of America**

**New Brunswick, NJ** (September 20, 2022)—State Theatre New Jersey launches the new **DiscoveryTix Program with the support of Bank of America** for the 2022-23 season. The DiscoveryTix Program strengthens State Theatre’s commitment to making the arts accessible to the entire community.

Since the historic State Theatre became a nonprofit performing arts center in 1988, it has provided millions of dollars in free and subsidized programs—including Performances for Schools, the kid’s music and storytelling series Milk & Cookies, and artist residencies—that helped bring the performing arts to disadvantaged and underserved communities throughout the region.

In continued support of this commitment and to help remove economic barriers that prevent access to the performing arts, State Theatre New Jersey will allocate a set amount of \$10 tickets to every State Theatre presented performance for families and individuals enrolled in New Jersey’s Families First Discovery Program.

“State Theatre is a cultural resource that enriches the lives of people from all backgrounds in New Jersey,” said **Sarah K. Chaplin, State Theatre New Jersey President & CEO**. “The DiscoveryTix Program opens the diverse slate of live performances to our community—uniting people in experiences that help form life-long associations with the performing arts.”

“State Theatre New Jersey has long been a cultural pillar in our state,” said **Alberto Garofalo, President, Bank of America New Jersey**. “The arts are a vital part of our community, and through the DiscoveryTix Program, families across New Jersey will be able to enjoy important and enriching cultural experiences.”

**DiscoveryTix \$10 tickets are redeemable by New Jersey-issued Families First cardholders**—Families First branded electronic benefits transfer card or an eWIC card (WIC branded electronic benefits transfer or EBT card) in-person at State Theatre Guest Services, located at 15 Livingston Ave in New Brunswick. STNJ Guest Services is open for in-person purchases, Tuesday through Friday from 12pm to 4:30pm. Seating is subject to availability at the time of purchase. Other restrictions may apply.

In 2019, the New Jersey State Council on the Arts and the New Jersey Historical Commission partnered with the NJ Departments of Human Services (DHS) and Health (DOH) to launch New Jersey’s Families First Discovery Pass program. The free program available to Families First card holders and WIC recipients provides free or highly discounted admissions to arts and history organizations, venues, and programs. Residents who receive benefits through SNAP, WFNJ, Child Care Subsidy and/or WIC are eligible for free or steeply discounted cultural programs throughout the state.

### ***About State Theatre New Jersey***

After major renovations, State Theatre New Jersey has reopened and celebrated its 100th Anniversary in December 2021 in a fully renovated theater including newly renovated lobbies, all new restrooms, upgraded HVAC systems, a new elevator for access to all levels, and brand-new theater seats. Originally built as a silent film and vaudeville palace, State Theatre’s historic significance was honored by PBS by featuring it in its documentary series, *Treasures of New Jersey*, in the fall of 2018. “Treasures of New Jersey: State Theatre New Jersey” can be streamed at [STNJ.org/explore/treasures-of-new-jersey-documentary](http://STNJ.org/explore/treasures-of-new-jersey-documentary). Today, State Theatre is the largest performing arts center in Central New Jersey and has welcomed more than six million people through its doors since reopening as a non-profit performing arts center in 1988. State Theatre New Jersey is a cornerstone of the cultural vitality of Middlesex County and averages a total economic impact on New Brunswick and the surrounding area of more than \$18 million a year. The mainstage programs have featured high-caliber artists such as Diana Ross, Tony Bennett, Kevin Hart, Ringo Starr, Melissa Etheridge, John Leguizamo, Harry Connick, Jr., Diana Krall, and Crosby, Stills & Nash. Program offerings include Broadway, orchestra, family, dance, comedy, rock/pop, jazz, Performances for Schools, and Sensory-Friendly Performances.

*State Theatre New Jersey’s programs are made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts. Grant funding has been provided by the Middlesex County Board of County Commissioners through a grant award from the Middlesex County Cultural and Arts Trust Fund.*

**STATE THEATRE NEW JERSEY**

Guest Services - 732-246-SHOW (7469)  
Online - STNJ.org

**PHOTOS AND INTERVIEWS FURNISHED UPON REQUEST**

Please contact Kelly Blithe at  
732-247-7200, ext. 542 or by email at [kblithe@stnj.org](mailto:kblithe@stnj.org).  
Information in this release is current as of September 20, 2022.

Up-to-the-minute information on events and State Theatre news,  
online at [STNJ.org](http://STNJ.org).

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