



Press Contact:
Katie Kolczun
katie@broadwayplus.com
(646) 838-0749 x 115

FOR IMMEDIATE RELEASE

GREAT WHITE WAY ENTERS COLLABORATION WITH BROADWAY PLUS

New York, NY (May 21, 2025) – Group Sales Agency **Great White Way** is pleased to announce a strategic collaboration with **Broadway Plus**, as its owner and president, **Scott Mallalieu**, transitions into a new chapter. In joining forces with Broadway Plus, Great White Way continues to offer its clientele top-notch group ticketing service, now combined with Broadway Plus's exciting array of "add-on" group experiences.

Nathaniel Hill, Founder and CEO of Broadway Plus, said, "Having known Scott Mallalieu for a number of years, it's an incredible honor to be trusted with his invaluable contacts as we enter this partnership. I couldn't be more delighted to be connecting with Scott's clients, many of whom have trusted him with their group ticketing needs for decades. It's clear that the warmth and care he has shown them really made a difference and brightened their trip to Broadway."

Hill added: "As an additional 'plus,' Scott acquired Caryl Smith Goldsmith Group Sales in 2015, meaning that the Broadway Plus team now has the pleasure of working with clients who began buying group tickets from the legendary Caryl in the 1970s. There's no greater honor than to be trusted with carrying forth these leaders' awesome legacies in our industry."

"As I look forward to the next chapter in my theatrical career, I'm delighted that this partnership will enable my clients to create theatrical events that include much more than just tickets," said Scott Mallalieu. Founded by Mallalieu in 2012, Great White Way has been a leading group ticketing agency for Broadway and Off-Broadway shows in the years since, servicing hundreds of clients each year. Mallalieu began his career in the group sales industry in 1981.

Broadway Plus was founded in 2016 as the first and only company to fulfill and promote Official VIP experiences for Broadway shows, a distinction that holds true today. The company has since grown into a category-defining one-stop shop that offers a myriad of ways for Broadway fans and corporate groups to connect with Broadway "beyond the ticket," both virtually and live around the world. Exciting "add-on" experiences for group sales clients include dinner with the cast, creative team panels, private concerts featuring stars of the show, and more.

For group tickets and VIP experiences, visit broadwayplus.com or call (646) 838-0749.

###

broadwayplus.com