



MEDIA ADVISORY, For Immediate Release

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SHOW-SCORE PARTNERS WITH TWENTIETH CENTURY FOX FILM TO BRING MUSICAL THEATER FANS TO “THE GREATEST SHOWMAN”

June 28, 2017 (New York, NY): Show-Score.com, an online community where audiences share their passion for live theater, today announced a partnership with Twentieth Century Fox Film to promote the upcoming movie musical “The Greatest Showman,” starring Hugh Jackman.

With an opening date of Christmas Day, “The Greatest Showman” will be the family movie of the holiday season. Show-Score is working with Twentieth Century Fox Film to build excitement among musical theater lovers, creating a unified, national database of fans who are passionate about the film. The partnership is launching with a contest to attend the film’s red carpet premiere in New York City, and will continue with other innovative participatory campaigns across social media.

“The Greatest Showman” is a completely original musical with a Broadway-caliber team,” said Tom Melcher, Founder and CEO of Show-Score.com. “Many of our 140,000+ members have told us that they love filmed versions of theater, so we’re thrilled to be collaborating with Twentieth Century Fox Film on this important project.”

Along with Jackman, who both stars and produces, the film’s creative team includes Tony and Academy Award-winning composers Benj Pasek and Justin Paul (“Dear Evan Hansen,” “La La Land”), Tony and Academy Award-nominated actor Michelle Williams, and Tony Award-nominated actor Keala Settle (Broadway’s “Waitress”).

Zachary Eller, Executive Vice President, Marketing Partnerships at Twentieth Century Fox Film, said “Show-Score has rapidly built a highly-engaged online community of musical theater fans. By working together, Fox can reach this important audience in innovative ways, as part of our overall marketing strategy for the movie.”

Details about the contest can be found [here](#). Members of the press should contact Deeksha Gaur at deeksha@show-score.com.

ABOUT “THE GREATEST SHOWMAN:” “The Greatest Showman” is a bold and original musical that celebrates the birth of show business and the sense of wonder we feel when

dreams come to life. Inspired by the ambition and imagination of P.T. Barnum, “The Greatest Showman” tells the story of a visionary who rose from nothing to create a mesmerizing spectacle that became a worldwide sensation. “The Greatest Showman” is directed by exciting new filmmaker Michael Gracey, with songs by Academy Award winners Benj Pasek and Justin Paul (“La La Land”) and starring Academy Award nominee Hugh Jackman. Jackman is joined by Academy Award nominee Michelle Williams, Zendaya, Zac Efron and Rebecca Ferguson.

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#GreatestShowman

ABOUT [SHOW-SCORE](http://www.show-score.com)

For people who enjoy live theater, [Show-Score.com](http://www.show-score.com) simplifies the theater landscape to help you discover shows you’ll love, from people you trust, at the right price for you. Inspired by how Rotten Tomatoes covers movies, [Show-Score](http://www.show-score.com) uses simple numeric rankings and useful categories to organize a powerful mix of theater reviews from our vibrant user community, all of the professional reviews for a given show, and direct links to ticket deals.

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