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**NEW 42 AND TDF ESTABLISH ARTS ACCESS PATHWAY PROGRAM
TO REMOVE BARRIERS TO THEATER ACCESS CITYWIDE AND
FOSTER LONG TERM RELATIONSHIPS WITH THE PERFORMING
ARTS**



As part of this partnership, the performing arts nonprofits will embark on a multi-year research project to inform the development of future citywide and national theater access initiatives

Friday, October 23, 2026— Today, **New 42** and **TDF** announced the Arts Access Pathway, a program that fosters long-term relationships between New York City Housing Authority (NYCHA) residents and New York City’s performing arts ecosystem by removing financial and logistical barriers that too often stand in the way of arts access. Now available to eligible families, the Arts Access Pathway creates a supported trajectory from a first theater experience at the New Victory Theater to sustained participation with TDF’s theatergoing programs, serving the NYCHA community from the earliest years to adulthood and fostering lifelong theatergoing habits.

NYCHA is the largest public housing authority in North America and is home to 1 in 16 New Yorkers. Through the New Victory NYCHA FamilyTix program, NYCHA residents receive up to four free tickets per household per production at the New Victory Theater, as well as access to ASL and sensory-friendly productions, free activities inspired by the shows with trained teaching artists, opportunities to meet the performers after every show, and prepaid OMNY cards to remove transportation barriers. Since 2022, New 42 has distributed 4,804 free tickets through the program.

For the Arts Access Pathway program, families who have attended at least three New Victory performances will be invited to explore TDF's citywide offerings through free and heavily discounted tickets to Broadway and Off-Broadway shows, as well as dance and music performances at venues including City Center, Lincoln Center, and more. Families will be invited to opt into continued engagement at their own pace and will have opportunities to participate in community-based offerings, such as daytime performances and talkbacks. By connecting first-time theatergoers to ongoing opportunities, this program transforms arts access from a single moment into a lasting practice.

“From Broadway to community theatre, New York City is home to the finest performing arts programs in the world. Every New Yorker should have access to experience these arts, regardless of their zip code or income status. I am deeply grateful to New 42 and TDF for expanding the New Victory NYCHA FamilyTix program so that more eligible families can enjoy a wider variety of our city’s world-class arts scene.” - **Congressman Jerry Nadler (NY-12)**.

“There is something special about experiencing live theater, especially for young people discovering the creativity, imagination and possibilities that come with the performing arts. Every family should have the opportunity to enjoy those experiences and develop a lasting connection to New York City's vibrant cultural landscape. The Arts Access Pathway takes an exciting approach to making that possible by helping NYCHA families move from their first theater experience to a lifetime of exploring performances across our city. Through this partnership, New 42 and TDF are investing beyond a single visit, helping families build lasting relationships, shared experiences and traditions around the arts. Expanding access to the arts for New Yorkers of all ages is one of my priorities, and I'm pleased that the City Council's investment is helping support opportunities like these. This is the kind of thoughtful partnership that can help us introduce new generations to the performing arts and strengthen the cultural life of our city.” - Deputy Speaker, **Dr. Nantasha Williams, Chair, Cultural Affairs, Libraries and International Relations**

“The arts have the power to spark imagination, build confidence, and create lifelong memories, and every child in New York City deserves the chance to experience that magic. I was so happy to allocate \$779,000.00 with Speaker Julie Menin for New 42 for their video display system and the New Victory Theater Education Program,” said **Council Member Carl Wilson**. “This incredible partnership between New 42 and TDF will open even more doors for NYCHA families to experience the wonder of live theater, from New Victory to Broadway and beyond. Discovering the arts can change the way a young person sees the world, and no family should have to miss out because of cost or transportation barriers. This is what it looks like when we invest in our children, expand access to our city’s cultural treasures, and make sure the magic of New York theater belongs to everyone!”

“Every New Yorker deserves the opportunity to experience the transformative power of the arts,” said **NYCHA Chief Executive Officer Lisa Bova-Hiatt**. “Through the Arts

Access Pathway, NYCHA residents can build lasting connections to New York City's unparalleled performing arts community, opening doors to new experiences, creative expression, and cultural enrichment. We are grateful to New 42 and TDF for their partnership in making these opportunities more accessible to the New Yorkers who call NYCHA home."

"Every kid in NYC should have access to live performing arts and a place where they feel like they belong, and the New Victory is where theatergoing traditions start for NYC families. We are thrilled to partner with TDF to encourage NYCHA families to continue their theatergoing traditions on Broadway," said **Russell Granet, President & CEO of New 42**.

"TDF's mission mandates that theatre is the birthright of every New Yorker, so we couldn't be more excited to collaborate with New 42 on this long-term project examining the profound impact of the arts on the lives of all New Yorkers," said **Deeksha Gaur, TDF's Executive Director**. "We look forward to partnering with NYCHA to welcome New York City families to deepen their experience with the arts in NYC, turning a moment into a lifelong relationship."

A growing body of research links regular arts participation to wellbeing outcomes, particularly for families, similar to other preventive health behaviors like physical activity or social connection. As part of this partnership, New 42 and TDF will work with Dr. Thalia R. Goldstein, associate professor and director of the Play, Learning, Arts, and Youth Lab at George Mason University to study the impact of regular theater attendance. The multi-year study will be designed to promote the dignity and joy of the theatergoing experience. NYCHA families will be invited to share their experiences through voluntary surveys and focus groups.

This research partnership provides a unique opportunity to explore how habits are developed, what sustains them, and the cultural implications for the larger arts and health communities. This research will be used to optimize arts access initiatives and create a blueprint that can be replicated and expanded both citywide and nationwide.

The New Victory NYCHA FamilyTix program is made possible by support from the Ford Foundation, Great Hill, the Laurie M. Tisch Illumination Fund, New York City Council Member Amanda Farias, the Shahara Ahmad-Llewellyn Family Foundation, the Society of American Magicians Magic Endowment Fund and the TD Charitable Foundation. The New Victory Theater and its programs are supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council and by the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature.

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About New Victory Theater

The New Victory opens new worlds to young people and families through extraordinary performances, education and engagement programs. Bringing kids to the arts and the arts to kids since 1995, this nonprofit theater has become a **standard-bearer of quality performing arts for young audiences in the United States**. Reflecting and serving the multicultural city it calls home, New Victory is committed to arts access for all communities of New York to experience and engage with the exemplary international shows on its stages. A global leader in arts education, youth development and audience engagement, the New Victory Theater has been honored by the President's Committee on the Arts and the Humanities with the National Arts and Humanities Youth Program Award, by Americans for the Arts with a national Arts Education Award, and by the Drama Desk for “providing enchanting, sophisticated children's theater that appeals to the child in all of us, and for nurturing a love of theater in young people.”

About New 42

New 42 was founded to breathe new life into 42nd Street and its historic theaters, transforming the block into a vibrant and youthful theater district. Today and every day, we continue to spark awe and wonder, **opening new worlds to young audiences through New Victory Theater, incubating new works at New 42 Studios**, and paving new pathways to creative careers through our artist and mentorship programs. Under the leadership of President & CEO Russell Granet and Board Chairman Henry Tisch, New 42's **mission is to make extraordinary performing arts a vital part of everyone's life from the earliest years onward**. Driven for 36 years by the belief that the performing arts have the power to connect and change us all, we continue to expand what's possible for artists, audiences, and the future of the performing arts. New 42 is the recipient of a 2025 Tony Honor for Excellence in the Theatre.

About TDF

Founded in 1968, TDF (Theatre Development Fund) is a not-for-profit service organization dedicated to sharing the power of the performing arts with everyone. TDF's mission is to engage a broad and diverse audience by removing the financial, physical, and invisible barriers to participation in the performing arts. TDF's initiatives include the **TKTS by TDF Discount Booths; TDF Memberships; the TDF Costume Collection; and TDF Accessibility, Education, and Community Programs**. Those Programs include open captioned, audio described, and ASL-interpreted performances; Autism Friendly Performances; the Veterans Theatregoing Program; school programs serving more than 11,000 NYC public school students annually; and partnerships with over 150 NYC community organizations serving 18,000 people in the tristate area. TDF welcomes NYC's vibrant communities to the theatre because experiencing the performing arts improves mental health and social connections. Learn more about TDF at tdf.org. Facebook/Instagram: @tdfnyc