



## **For Immediate Release**

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## **Ticket Sales for Chandler Center for the Arts Go Mobile**

New mobile capabilities allow arts consumers to browse and purchase tickets via their cell phones

**CHANDLER, Ariz. [Oct. 6, 2009]** — The Chandler Center for the Arts added a new mobility-centered enhancement to its web site today, allowing “on the go” access to ticket sales and schedule of events from iPhones, Blackberrys, Smartphones and other mobile devices.

With this new capability, The Center’s web site [www.chandlercenter.org](http://www.chandlercenter.org), scans the device that is accessing the site and, upon detecting the source as mobile device, launches the mobile version.

“There has been a tremendous increase in usage of cell phones not just to access email messages, but also news, movie listings, iTunes and YouTube videos. This trend is particularly applicable to the entertainment industry,” said Judi Johnson, Marketing Coordinator for the Center. “The Chandler Center for the Arts remains committed to making the customer service experience with us as convenient as possible, and this is just one more step in that direction.”

The Chandler Center for the Arts emerged as a leading performing arts venue committed to simplifying the arts consumer experience when in 2007 it became the first venue in the Valley to eliminate per ticket online service charges. Ending per ticket service fees made tickets dramatically more affordable to arts consumers, and the Center remains committed to its no-extra-fees approach as it launches its new mobile Web site. The same fee-less tickets available on the Center’s existing Web site can now be purchased on any mobile device with a Web browser at [www.chandlercenter.org](http://www.chandlercenter.org).

Mobile ticketing is a natural step for performing arts venues, as more than 50 percent of U.S. consumers use their mobile handsets for more than just voice calls. The number of U.S. users who access the mobile Web daily has more than doubled over the last year according to research released by [comScore](http://comScore). In January 2009, 22.4 million users accessed the Web through mobile phones daily—a 107 percent increase from 10.8 million people in January 2008.

Among the first tickets available on the Chandler Center for the Arts’ new mobile site are passes to see Southern rocker and American Idol finalist Bo Bice in concert next week. Bice, who was the runner-up to Carrie Underwood in Season Four of the show, kicks off the Center’s 2009-2010 anniversary season on Oct. 17 at 8 p.m. with a concert at Higley Center for the Performing Arts. As the Chandler Center completes \$6.7 million in renovations this year, performances are taking place either at the Higley venue or in the Chandler Center’s 350-seat Bogle Theater, foyer or west lawn area. For a full list of 2009-2010 season events please visit <http://chandlercenter.org/performances.html>

To learn more about the Chandler Center for the Arts, please visit [chandlercenter.org](http://chandlercenter.org).

The Chandler Center for the Arts is jointly owned by the City of Chandler and the Chandler Unified School District. The Chandler Cultural Foundation was contracted in 1989 by the City of Chandler as a means to facilitate programming and fund development for the Chandler Center for the Arts.

As a nonprofit organization, the Center relies on a variety of funding sources to help underwrite internationally acclaimed artists, educate young audiences, create important community programs and maintain our remarkable facility. Ticket sales and other earned income do not completely cover the costs of the Center's numerous programs and education offerings. Only support from individuals, corporations, foundations and our public partners can make these programs possible.

Membership contributions sustain a spectacular array of services and programs and make Chandler a better place to live and visit. To become a member or to purchase tickets with no per-ticket fee, visit the Web site at [www.chandlercenter.org](http://www.chandlercenter.org)

**Calendar Listing Information**

**Venue:** Chandler Center for the Arts, Chandler

**Address:** 250 North Arizona Avenue, Chandler, AZ 85225

**Online Box Office:** <http://chandlercenter.org/performances/box-office.html>

**Online Press Releases:** <http://chandlercenter.org/press/event-pr.html>

**Online Photo Gallery:** <http://chandlercenter.org/press/photo-gallery.html>

**Interview Request Form:** <http://chandlercenter.org/press/request.html>

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