

FOR IMMEDIATE RELEASE

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Media Contact: Motley Crew Media for Broadway at the Hobby Center
Nicole Shiro | 512.740.6665 | nicole.shiro@motleycrewmedia.com
Amy S. Layton | 512.695.0799 | amy.layton@motleycrewmedia.com

**MEMORIAL HERMANN BROADWAY AT THE HOBBY CENTER'S
2026-2027 SEASON FEATURES SIX HOUSTON PREMIERES AND FIRST NATIONAL
TOURS ALONGSIDE RETURNING FAVORITES**

(Houston, TX) – The Hobby Center for the Performing Arts announced the **Memorial Hermann Broadway at the Hobby Center 2026-2027 Season** featuring six Houston premieres and the return of audience favorites.

The 2026-2027 Memorial Hermann Broadway at the Hobby Center season launches in September with one of the most beloved musicals of all time, **THE SOUND OF MUSIC**. The series continues with **BUENA VISTA SOCIAL CLUB™** direct from Broadway, the five-time Tony Award®–winning musical is an uplifting story inspired by true events that brings the GRAMMY® Award–winning album to life; **THE NOTEBOOK**, based on the best-selling novel that inspired the iconic film about Allie and Noah sharing a lifetime of love; based on the iconic animated character Betty Boop®, Betty leaves her black-and-white world and steps into a colorful adventure filled with romance, comedy, and heart in the new musical comedy for audiences of all ages, **BOOP!® THE MUSICAL**; featuring new music and her greatest hits, Alicia Keys' **HELL'S KITCHEN** is a vibrant, coming-of-age story set against the backdrop of New York's dynamic streets; **DEATH BECOMES HER**, a savagely funny musical comedy extravaganza, is based on the hit 1992 cult classic film about two frenemies who will do anything—and we mean anything—to be eternally fabulous; experience the wizarding world like never before in **HARRY POTTER AND THE CURSED CHILD**, the spellbinding winner of six Tony Awards® including best play. Make it an 8-show package with the hit Broadway musical working its way back to Houston, **JERSEY BOYS** will close the season in August 2027. Additionally, 2026-2027 Season Options include the return of the Broadway smash-hit musical based on Tim Burton's dearly beloved film, **BEETLEJUICE** and Houston's most "popular" musical **WICKED**.

Broadway at the Hobby Center 7-show and 8-show subscription packages go on sale beginning at 11:00 a.m. on Tuesday, February 3. New patrons can visit BroadwayAtTheHobbyCenter.com to learn more and subscribe.

"What a season! In recent years an incredible volume of new musicals have opened on Broadway. The 2026-2027 Memorial Hermann Broadway at the Hobby Center Season brings the very best of those to Houston with hits like *Buena Vista Social Club™*, *Death Becomes Her*, and *Hell's Kitchen*, a few of my personal favorites," said Hobby Center President and CEO Mark Folkes. "We balance these productions with return visits of much-loved shows like *Jersey Boys* and *Wicked* and a timeless production of *The Sound of Music*. One of the things that makes Houston unique is our Broadway audiences love plays. For that reason, and more, we're thrilled to welcome *Harry Potter and the Cursed Child*. Hobby Center audiences are in for a well-balanced season we know they'll love."

All current 2025-2026 Subscribers will be automatically renewed risk-free into an 8-show package for the 2026-2027 Season on Tuesday, February 17, 2026. Existing subscribers can log into their account now to view their invoice prior to renewals.

The Broadway at the Hobby Center 2026-2027 Season features ten amazing productions from September 2026 to August 2027, including:

THE SOUND OF MUSIC
September 29 – October 4, 2026

For 65 years, **THE SOUND OF MUSIC** has been one of our “favorite things.” With its timeless story and irresistibly charming score, this Rodgers & Hammerstein classic isn’t just meant to be enjoyed - it’s meant to be shared. Now, a critically acclaimed North American tour brings the cherished musical to stages across the country to teach a new generation to sing.

Directed by three-time Tony Award® winner Jack O’Brien (*Hairspray*), this vibrant and romantic tale of Maria and the von Trapp family will captivate audiences with its universal themes of love, resilience and the power of music.

Featuring beloved songs like “Do-Re-Mi,” “Sixteen Going on Seventeen” and “Edelweiss,” **THE SOUND OF MUSIC** is the iconic tale of a spirited nun who chooses not to live behind closed doors - and, by following her heart, learns to climb every mountain.

THE SOUND OF MUSIC features music by Richard Rodgers, lyrics by Oscar Hammerstein II, and book by Howard Lindsay and Russel Crouse, suggested by The Trapp Family Singers by Maria Augusta Trapp. The 1965 Oscar®-winning film recently celebrated its 60th anniversary and continues to be one of the most successful movie musicals of all time.

BUENA VISTA SOCIAL CLUB™
November 17-22, 2026

Step into the heart of Cuba, beyond the glitz of the Tropicana, to a place where blazing trumpets and sizzling guitars set the dance floor on fire. Here, the real sound of Havana is born – and one woman discovers the music that will change her life forever.

Inspired by true events, five-time Tony Award®-winning musical **BUENA VISTA SOCIAL CLUB™** brings the GRAMMY® Award-winning album to thrilling life – and tells the story of the legends who lived it. A world-class band joins a sensational cast of musicians, actors, and dancers from across the globe for an authentic experience unlike any you’ve seen or heard before. “A jaw-dropping, soul-stirring must-see!” (*The Washington Post*). Experience the tale of big dreams, second chances, and the unbreakable bonds of making music together that captivated Broadway.

THE NOTEBOOK
January 5-10, 2027

Based on the best-selling novel that inspired the iconic film, **THE NOTEBOOK** tells the story of Allie and Noah, both from different worlds, who share a lifetime of love despite the forces that threaten to pull them apart. “Full of butterfly-inducing highs and beautiful songs” (*Entertainment Weekly*), **THE NOTEBOOK** is a deeply moving portrait of the enduring power of love.

Chris Jones of *The Chicago Tribune* says **THE NOTEBOOK** is “absolutely gorgeous, not to be missed,” and *The New York Daily News* calls it “a love story for the ages.”

THE NOTEBOOK is directed by **Michael Greif** (*Dear Evan Hansen, Next to Normal, RENT*) and **Schele Williams** (*The Wiz, Aida*), and features music and lyrics by multi-platinum singer-songwriter **Ingrid Michaelson**, book by **Bekah Brunstetter** (NBC's "This Is Us"), and choreography by Katie Spelman.

BOOP!® THE MUSICAL
January 19-24, 2027

"What's not to love about Betty Boop?" (Chicago Tribune)

For almost a century, the **Betty Boop**® character has won hearts and inspired fans around the world with her trademark looks, voice, and style. Now, in **BOOP!® The Musical**, Betty's dream of an ordinary day off from super-celebrity in her black-and-white world leads to a "bright and bubbly" (*Time Out New York*) adventure of color, music, and love in New York City. "A show-stopping rainbow of joy" (*The Daily Beast*), **BOOP!** is the new Broadway musical-comedy extravaganza that's fun for everyone – bringing heart, laughter, and a whole lot of Boop-ooop-a-doop to the stage!

Tony Award®-winning director/choreographer **Jerry Mitchell** (*Kinky Boots, Hairspray, La Cage aux Folles*) brings Fleischer Studios' Queen of the Screen to life with a score by celebrated multiple GRAMMY® winner **David Foster** ("I Have Nothing," "After the Love Is Gone," "The Prayer"), lyrics by Tony Award® nominee **Susan Birkenhead** (*Working, Jelly's Last Jam*), and a book by Tony Award® winner **Bob Martin** (*The Drowsy Chaperone, The Prom*).

BOOP! is the Broadway musical that is perfect for audiences of all ages.

ALICIA KEYS' HELL'S KITCHEN
March 5-14, 2027

Welcome to **HELL'S KITCHEN**, the hit musical from 17-time Grammy® Award winning Alicia Keys—inspired by her life, her music, and her community.

Your journey begins with Ali, a 17-year-old girl full of fire, searching for freedom, passion, and her place in the world. Along the way, you'll meet the musical mentor who changes her life, her dynamic family, and the neighborhood that helps her grow. Relatable, raw, and refreshingly fun, **HELL'S KITCHEN** is a celebration of finding yourself, your purpose, and the people who lift you up.

More than watching a performance, this experience pulls you out of your seat and has you buzzing when you leave, wondering who to tell about it first. The music—a mix of Keys' greatest hits and new songs written exclusively for the show—is brought to life through exhilarating choreography. It's a soundtrack of rebellion, life, and love that speaks to you no matter where you're from, where you've been, or where you're going.

Hailed as a *New York Times* Critic's Pick that is, "thrilling from beginning to end – a rare must-see!" **HELL'S KITCHEN** is directed by four-time Tony Award nominee **Michael Greif** (*Rent, Dear Evan Hansen and The Notebook*), with choreography by four-time Tony Award nominee **Camille A. Brown**, a book by Pulitzer Prize finalist **Kristoffer Diaz**, and the music of **Alicia Keys**.

Feel the energy of this multi-award-winning musical and experience where dreams begin: **Alicia Keys' HELL'S KITCHEN**.

DEATH BECOMES HER
April 20-25, 2027

THE TONY AWARD®-WINNING "PERFECT MUSICAL COMEDY" – DEADLINE

Some people will do anything to look eternally fabulous. But famous actress Madeline Ashton and her best frenemy Helen Sharp are about to go too far...thanks to a mysterious woman named Viola Van Horn and a secret potion that's to die for.

DEATH BECOMES HER is the Tony Award-winning drop-dead hilarious new musical comedy based on the classic 1992 film with direction and choreography by Tony winner Christopher Gattelli. *Death Becomes Her* is "a laugh-filled, tuneful musical to die for" (*Variety*) and "a cheek-aching laughter roller coaster — the most fun night out!" (*The Daily Beast*). Experience the "savagely funny" (*Time Out*) pop-culture phenomenon that's been certified "hilarious" by *The New York Times*, *Entertainment Weekly*, Goldie Hawn, Beyoncé (!!) and countless fans on Instagram, TikTok, and beyond.

See it now and laugh for eternity.

HARRY POTTER AND THE CURSED CHILD

June 1-13, 2027

IT'S TIME TO BELIEVE IN MAGIC

Broadway's spellbinding spectacular **HARRY POTTER AND THE CURSED CHILD** is coming to Houston. Join the next adventure and experience the wizarding world like never before at this record-breaking hit and winner of six Tony Awards including Best Play. "It's one of the most defining pop culture events of the decade" (*Forbes*).

When Harry Potter's head-strong son Albus befriends the son of his fiercest rival, Draco Malfoy, it sparks an unbelievable new journey for them all—with the power to change the past and future forever.

Prepare for a mind-blowing race through time, spectacular spells, and an epic battle, all brought to life with the most astonishing theatrical magic ever seen on stage. It's a "marvel of imagination" (*The New York Times*) that will "leave you wondering 'how'd they do that?' for days to come" (*People Magazine*).

JERSEY BOYS

August 17 –22, 2027

The original Broadway sensation returns to the road! Celebrating 20 years - Jersey style!

They were just four guys from Jersey, until they sang their very first note. They had a sound nobody had ever heard... and the radio just couldn't get enough of. But while their harmonies were perfect on stage, off stage it was a very different story -- a story that has made them an international sensation all over again. The show features all their hits including "Sherry," "Big Girls Don't Cry," "Oh What a Night," "Walk Like a Man," "Can't Take My Eyes Off You," "Beggin'" and "Working My Way Back to You."

Go behind the music and inside the story of Frankie Valli and The Four Seasons in the Tony Award®-winning, original Broadway sensation, **JERSEY BOYS**. From the streets of New Jersey to the Rock and Roll Hall of Fame, this is the musical that's too good to be true.

SEASON OPTIONS

BEETLEJUICE

November 3–8, 2026

He earned his stripes on Broadway... now the ghost-with-the-most is returning to Houston by popular demand.

It's showtime! Based on Tim Burton's dearly beloved film, this hilarious musical tells the story of Lydia Deetz, a strange and unusual teenager whose whole life changes when she meets a recently deceased

couple and a demon with a thing for stripes. With an irreverent book, and a score that's out of this Netherworld, **BEETLEJUICE** is "SCREAMINGLY GOOD FUN!" (*Variety*). And under its uproarious surface (six feet under, to be exact), it's a remarkably touching show about family, love, and making the most of every Day-O!

WICKED
June 23– July 25, 2027

Welcome to the wonderful Land of Oz...

where there is a young woman, born with emerald-green skin—smart, fiery, misunderstood and possessing an extraordinary talent. When she meets a bubbly blonde who is exceptionally popular, their initial rivalry turns into the unlikeliest of friendships...until the world decides to call one good and the other one wicked.

With a thrilling score that includes the hits "Defying Gravity," "Popular" and "For Good," WICKED has been called "A magical Broadway musical with brains, heart and courage" (*Time Magazine*).

Auto-Renewal for existing subscribers will keep the same subscription seats for the 2026-2027 Season including **THE SOUND OF MUSIC, THE BUENA VISTA SOCIAL CLUB™, THE NOTEBOOK, BOOP!® THE MUSICAL, ALICIA KEYS' HELL'S KITCHEN, DEATH BECOMES HER, HARRY POTTER AND THE CURSED CHILD,** and **JERSEY BOYS** with access to add **BEETLEJUICE** and **WICKED**.

7-show and 8-show Broadway at the Hobby Center 2026-27 Season subscription packages go on sale beginning at 11:00 a.m. on Tuesday, February 3; prices start as low as \$331 for 7-show packages and \$369 for 8-show packages. Season Subscribers may add the return of one or both **BEETLEJUICE** and **WICKED** available as season options.

- Online at BroadwayAtTheHobbyCenter.com 24 hours a day
- By calling (800) 952-6560; Monday through Friday between the hours of 10:00 a.m. and 5:00 p.m. CST
- By visiting the Hobby Center Box Office at 800 Bagby Street; 10:00 a.m. to 6:00 p.m. Monday through Friday and 11:00 a.m. to 4:00 p.m. on Saturday and Sunday
- Prices start at \$331 for a 7-show package; \$369 for an 8-show package

Broadway at the Hobby Center offers an array of subscriber benefits including: best seats at the best prices, priority purchase opportunities, flexible payment plans, exchange privileges, and replacements on lost or stolen tickets. In addition, Season Subscribers can take advantage of special offers plus membership and privileges to Broadway Across America, a national network of 48 North American cities where Broadway is presented.

INDIVIDUAL TICKETS: Individual ticket on-sale dates will be announced throughout the year.

SOCIAL MEDIA: To stay up-to-date and get the inside scoop on the 2026-2027 season before it opens in Houston, join the Hobby Center for the Performing Arts social community through the following channels:

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 twitter.com/BAAHouston

Instagram instagram.com/hobbycenterhou

The Hobby Center for the Performing Arts serves as a connector, convener and incubator for all Houston audiences, artmakers and arts organizations. Opened in 2002, the campus houses two theaters including the 2,650-seat Sarofim Hall and the 500-seat Zilkha Hall. Delivering a best-in-class patron experience, the Hobby Center welcomes over 400,000 audience members annually to engage with high-quality arts programming including the Memorial Hermann Broadway at the Hobby Center series. The Hobby Center is also home to a full season of musical theatre produced by Principal Resident Company Theatre Under the Stars, as well as a variety of diverse performances from both Houston-based and touring artists and companies. Education and accessibility initiatives are central to the Hobby Center's impact in Houston through programs like the ExxonMobil Discovery Series that welcomes thousands of students to performances every season. Please visit TheHobbyCenter.org. Follow the Hobby Center on [Facebook](#), [Instagram](#) and [X](#).

Broadway Across America (BAA) is part of the John Gore Organization family of companies, which includes Broadway.com, The Broadway Channel, BroadwayBox.com, Group Sales Box Office, and Broadway Brands. Led by 25-time Tony Award winner John Gore (Owner & CEO), Broadway Across America pioneered the Broadway subscription touring model and is a leading presenter of the first-class productions across more than 45 North American markets. Since inception, Broadway Across America has produced and/or invested in hundreds of Broadway, touring Broadway, and international productions that have won countless Tony Awards and introduced millions of fans to the power of live theater.

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