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THE NEW VICTORY THEATER KICKS OFF 30TH BIRTHDAY SEASON WITH A RUSTIC REIMAGINATION OF *SNOW WHITE*



Snow White at the New Victory to run from November 1-9
Tickets start at \$25

October 20, 2025 – New 42, recipient of a 2025 Tony Honor for Excellence in the Theatre, will kick off the 2025-26 New Victory season with a rustic retelling of the classic fairytale ***Snow White***. This season will celebrate the 30th anniversary of the historic theater’s reopening as New York City’s first theater for kids and families in 1995.

Co-produced by New International Encounter (NIE), Cambridge Junction, and Tobacco Factory Theatres, *Snow White* brings a witty warmth to the Brothers Grimm tale and reminds us that even the wicked deserve a chance at redemption. *Snow White* is recommended for ages 6+ and will run November 1-9.

The story you know about a feisty heroine who escapes her maniacally murderous stepmother has been reinvented to include original songs sung by a live band of seven storytellers, forgetful forest-dwelling vegans in place of dwarves, and a magic mirror who specializes in jazz music and comedic one-liners. The production is 75 minutes long with no intermission.

Originally scheduled for the New Victory’s 2019-2020 Season, *Snow White* was postponed due to the pandemic shutdown. The show has been refreshed after a five-year intermission! *Snow White* marks NIE’s fifth production to be presented on the New Victory stage, with previous

productions including *Grand Soft Day* in 2024 alongside Branar Theater, and a reinvention of *Beauty and the Beast* in 2018.

“We are delighted to welcome our friends New International Encounter back to the New Victory to open our 30th birthday season!” said **New 42 Artistic Director Mary Rose Lloyd**.

“Audiences will love the comedic and folksy elements of their wonderful take on *Snow White*.”

“We are really excited to be back at New Victory - we have had so many great experiences here. *Snow White* will be full of live folksy music and fun, some lovely songs and a comic collection of forest dwelling misfits. It’s a classic story about growing up, growing old, growing your own food and why you might not want to trust a very shiny apple. We can’t wait to bring this famous story to life in joyfully quirky fashion,” said **Alex Byrne, Co-Artistic Director, NIE**.

Photos for *Snow White* can be downloaded [HERE](#).

Photo credit attached to individual photos

The show on stage is just one part of the visitor experience! For 45 minutes before and 20 minutes after every show, the lobby of the New Victory Theater features free do-together activities in which families can try new performance skills or explore the show’s themes. Whether they are wild, wallflowers or somewhere in between, New Victory will guide children through fun family engagement inspired by the show.

Tickets start at \$25 and are available at the New Victory Box Office (209 W 42nd Street) leading up to the performance and starting two hours before curtain time on performance days. For box office hours, please visit NewVictory.org/BoxOffice. Tickets can also be purchased online at NewVictory.org and via phone by calling 646.223.3010.

Powered by New 42, the New Victory Theater is supported, in part, with public funds from the New York City Department of Cultural Affairs in partnership with the City Council; the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature; as well as the New 42 Board of Directors, and our dedicated foundation, corporate and individual donors.

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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,

The 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 35 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.