

172 'The Lion King' box office now will bow to a lottery Nov2015

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NEW YORK (AP) - The Broadway king has finally jumped into the lottery game. *[so most Broadway theaters are using the lottery for tickets esp. at the start of popular runs?]*

Disney's mega-hit "The Lion King" said Thursday it will start an online lottery for \$30 tickets next week, joining a trend that has been adopted by most shows on the Great White Way.

Disney has always been sensitive to high prices and has avoided other discount policies due to a fear of scalpers. Officials have made a conscious attempt to keep even the best seats in the house under \$200.

Under the new lottery, entries for a "limited" number of a pair of tickets will be accepted starting the day before a performance. Winners will have an hour to pay, and tickets will be given 30 minutes before the show. Seats will vary by performance.

Online: <https://lottery.broadwaydirect.com/show/the-lion-king/>

<http://www.wkow.com/story/30505581/the-lion-king-box-office-now-will-bow-to-a-lottery>