



PRESS RELEASE
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Comcast Business Takes the Stage with Walnut Street Theatre

America's oldest theatre relies on Comcast Business to provide enhanced technology and connectivity support

PHILADELPHIA, PA – December 11, 2019 – [Comcast Business](#) today announced that [Walnut Street Theatre](#) is utilizing Comcast Business services to propel the theatre's digital transformation and artist and audience experience.

The Walnut Street Theatre, founded in 1809 in the Washington Square West neighborhood of Philadelphia, is America's oldest theatre. It is also the Official State Theatre of Pennsylvania, and a National Historic Landmark. With two stages, over 15 shows a year, and more than 50,000 season ticket holders, the Walnut Street Theatre is also the most subscribed theatre company in the world. The Walnut Street Theatre also has the largest education program of any regional theatre in the United States.

This past May, the Walnut Street Theatre [announced](#) a major expansion beginning in 2020 to add another 400-seat theatre-in-the-round, public restaurant and enhanced box office and concessions to meet the needs of a modern audience. And, to keep up with the technology behind it all, they needed a reliable service provider that could deliver a robust internet and WiFi connection. Walnut Street Theatre turned to Comcast Business to provide [Ethernet Dedicated Internet](#), [Business Internet](#) and a private WiFi connection for employees and visiting designers.

"Technology is the backbone of every production, and by choosing Comcast Business, we're now in the position to keep up with the rapid pace of innovation," said Mark Sylvester, Managing Director of Walnut Street Theatre. "No matter where they are, our designers can now share large design files within seconds, and when in the rehearsal hall or theatre during technical rehearsals, we're able to provide fast, reliable WiFi to the entire stage crew."

Walnut Street Theatre is also working hand-in-hand with Comcast Business during the expansion project to determine and provide additional services needed to support the theatre's continued growth.

"Even today's oldest theatres have had to undergo digital transformations to align with the industry's emerging shift in technology," said Michael Loudon, Vice President of Business Services for Comcast's Freedom Region. "Our work with Walnut Street Theatre is a prime example of how our leading technology solutions can help transform operations behind the scenes for an enriched audience experience."

For more information, please visit: <https://business.comcast.com/>

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About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter [@Comcast Business](#) and on other social media networks at <http://business.comcast.com/social>.

About the Walnut Street Theatre

Walnut Street Theatre is America's Oldest Theatre and the most popular theatre company in Philadelphia. As a producer of live theatre, many of the artists on the stage, in the orchestra and behind the scenes are from the Philadelphia area. As a non-profit institution, the Walnut is recognized nationally for bringing affordable theatre to more subscribers than any other theatre company in the world. In addition to its five Mainstage productions, popular Walnut Street Theatre for Kids Series and Independence Studio on 3 Series, the Walnut's education and outreach programs bring live theatre to over 150,000 students, teachers, parents, and kids every year.

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