

LanternTix

LanternTix is a strategic ticketing initiative that lights pathways for community groups to attend theater. Our work prioritizes sustainability, equity, and care by removing barriers to create spaces of joy and belonging.

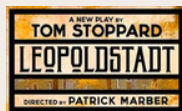
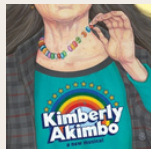
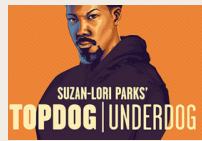
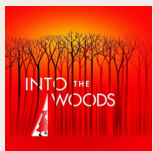
LanternTix creates relationships with productions to provide access to free or discounted tickets to Harriet Tubman Effect approved communities and individuals.



In partnership with Sara Bareilles, Gavin Creel, and the producers of Into the Woods, HTE developed Lantern Tix to create an accessible ticketing initiative at the revival's opening night.

HARRIET TUBMAN EFFECT

The Harriet Tubman Effect, founded and led by DEI Director Nicole Johnson, is a human resource center and institute for justice advocacy and research. Our mission is to dismantle systemic oppression by producing participatory-action research and human resource initiatives, and reallocate wealth to Black and Brown DEI consultants across American industries.



**The relationship
between our
communities
and your show
requires
strategy, care,
and intentional
communication.**

History

In 2021 Nicole Johnson was serving as DEI Director on the revival of Into the Woods and offered cast and creative team members resources to activate social give back and accessibility initiatives during the run. In partnership with Sara Bareilles, Gavin Creel, and the producers, HTE expanded to create a ticketing initiative that welcomed students and community members on opening night and selected performances thereafter. Selected communities are intentional partners with HTE and include older adults, students, justice organization leaders, veterans, teachers and BIPOC individuals who normally do not have access to Broadway shows. To continue the work, HTE initiated a call to action for other Broadway shows to build intentional partnerships with community-based organizations. So far, the initiative has formed impactful partnerships with KPOP, Into the Woods, Topdog/Underdog, Leopoldstadt, Fat Ham, and Kimberly Akimbo. LanternTix has been featured in [Broadway News](#) and was mentioned in the [New York Times](#). You can view highlights from the opening night activation of Into the Woods on [Theaterly](#) and [YouTube](#).

In tandem with LanternTix, the Lantern Fund was created to provide further financial support. The Lantern Fund is an initiative that allows community members to reallocate their resources to support the diversity, equity, and inclusion needs of the theater industry. The Lantern Fund provides access to mental health resources for BIPOC theater workers, emergency workplace trauma support, and underwriting opportunities for LanternTix. HTE is committed to redesigning and transforming current systems by reallocating wealth through the Lantern Fund.



The lantern in the Lantern Fund represents our commitment to lighting pathways toward freedom. A lantern on a home during the early 1800s indicated that a safe house on the Underground Railroad was “all clear,” or ready to receive someone on their journey as they escaped to the north. We believe the lanterns of modern day show up in many ways: seats in our theatres, workplace support funding, and mental health resources. Many of our Lantern Tix shows have utilized the fund as a non-profit hub for underwriting tickets specifically for their show.

Visit the homepage of the Lantern Fund [HERE](#).