



WASHINGTON PERFORMING ARTS

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Washington Performing Arts

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Washington Performing Arts Selects True Tickets to Enhance the Patron Experience Through Secure Digital Ticket Delivery

WASHINGTON, D.C. (Wednesday, October 14, 2026) — True Tickets, the secure digital ticket delivery service that helps arts and cultural organizations strengthen relationships with their audiences, today announced a new partnership with Washington Performing Arts, one of the nation's most respected performing arts presenters.

Through the partnership, Washington Performing Arts will implement True Tickets' secure digital ticket delivery service, providing patrons with a seamless mobile ticketing experience while giving the organization deeper insight into its audiences through True Tickets' unmatched Tessitura integration.

Since 1966, Washington Performing Arts has presented world-renowned artists and emerging talent on stages and unique places throughout the Washington region, bringing performances to concert halls, parks, schools, neighborhoods, and community spaces throughout the nation's capital. Guided by founder Patrick Hayes' enduring belief of inclusion, "Everybody in, nobody out," the organization continues to expand access to the performing arts while building lasting connections with audiences of all ages. Under the leadership of President & CEO Jenny Bilfield, the organization has further invested in elevating the dynamic vibrancy found in the local arts community and developed robust integrations with the business economy under the concept of *The City is our Stage*.

With True Tickets, patrons will receive secure digital tickets delivered directly to a branded digital wallet, making tickets easy to access, manage, and share. Dynamic QR codes help

prevent fraud and unauthorized ticket use while providing a faster, more seamless arrival experience. Behind the scenes, every verified ticket share is captured through True Tickets' deep Tessitura integration, helping Washington Performing Arts identify patrons who attend on shared tickets and were previously unknown to the organization, creating new opportunities to build meaningful, long-term relationships.

"Organizations like Washington Performing Arts don't simply present performances, they cultivate lifelong relationships with their communities," said **Ken Lesnik, Head of Business Development at True Tickets**. "We're excited to help strengthen those relationships by giving their team deeper audience insights while making ticket delivery simple and secure for every patron."

"As a dynamic and flexible arts presenting organization with a dozen resident performance spaces throughout the region, a hyper-local, high-touch patron experience is one of our core values—our relationships with the people we serve are paramount," said **Lauren Beyea, Director of Marketing, Communications, and Creative media with Washington Performing Arts**. "Implementing digital ticketing through True Tickets aligns us with current audience expectations and ensures our processes are secure, while helping us deepen and grow patron relationships over the long term. Every interaction is an opportunity to better understand our audiences and ensure they feel welcomed back for years to come."

About True Tickets

True Tickets is a secure contactless digital ticketing service that puts venues and event organisers in control of their tickets and in communication with their true audience. To date, True Tickets has delivered 32.2 million digital tickets worth USD \$2.2 billion, enabled 4.5 million secure shares, and revealed more than 1.2 million members of the shadow audience, patrons who attended on shared tickets and were previously unknown to venues, across 100+ arts organizations worldwide. Available to Tessitura Network members, True Tickets' business-to-business solution seamlessly integrates with primary ticketing systems, empowering its partners to leverage the advantages of digital-native tickets to ensure extraordinary live experiences for their visitors. With True Tickets, ticket issuers can set rules and track ticket custody, limit the excesses of the secondary market, and restore direct relationships between their audiences and the live events they love. Learn more at [True-Tickets.com](https://www.true-tickets.com), where you can book a demo or follow True Tickets on [Twitter](https://twitter.com/true_tickets) or [LinkedIn](https://www.linkedin.com/company/true-tickets) for updates.

About Washington Performing Arts

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for 60 years with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and

more. We also have an ever-expanding artistic and educational presence online, envisioning ongoing opportunities for online connection and community.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs. Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

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