



**FOR IMMEDIATE
RELEASE**

Media Contact:
Olga Luz Tirado
O@OCommSolutions.com
914.523.7896

PRESS RELEASE

**GALAPRO MAKES ITS DEBUT AT
HARRY POTTER AND THE CURSED CHILD IN TORONTO**

**The technology enhances theatre experience
by increasing accessibility for Torontonians and tourists.**

Yonkers, NY, March 2, 2023 – Mirvish Productions in Toronto has added the GalaPro app to the Canadian premiere production of Toronto’s spellbinding hit, *Harry Potter and the Cursed Child*, now on stage at the CAA Ed Mirvish Theatre.

Exclusively distributed by [Sound Associates, Inc.](#), GalaPro’s technology is designed to provide an all-access, unique, and non-disruptive experience for audience members in need of closed captioning or audio descriptions using any WiFi-enabled mobile device.

The GalaPro app is available in the Apple App Store or Google Play and is currently used in many leading Broadway productions and theatres throughout North America with great success.

ABOUT HARRY POTTER AND THE CURSED CHILD: Adventure runs in the family. When Harry Potter’s headstrong son Albus befriends the son of his fiercest rival, Draco Malfoy, it sparks an unbelievable new journey for them all—with the power to change the past and future forever. Prepare for a mind-blowing race through time, spectacular spells, and an epic battle, all brought to life with the most astonishing theatrical magic ever seen on stage. “You’ll be wondering ‘how’d they do that?’ for days to come” (People Magazine). Experience the wizarding world like never before from the moment you arrive. The entire theatre has been transformed with hidden surprises to discover around every corner.

-MORE-



**FOR IMMEDIATE
RELEASE**

Media Contact:

Olga Luz Tirado

O@OCommSolutions.com

914.523.7896

Harry Potter and the Cursed Child is the eighth story in J.K. Rowling's epic saga and the first Harry Potter story to be presented on stage. It has sold over 4.5 million tickets worldwide and holds 60 major honours, with a record nine Laurence Olivier Awards including Best New Play and six Tony Awards including Best New Play. Tickets to *Harry Potter and the Cursed Child* are available exclusively through Mirvish Productions, at mirvish.com.

###

ABOUT GALAPRO: The GalaPro App makes the world of entertainment accessible and inclusive to everyone, at any venue, in any seat, anywhere in the world. GalaPro opens the curtains to a universal cultural experience by delivering automated multilingual subtitles, closed captioning, and audio description to the user's own mobile device, without disrupting the surrounding audience. Owned by Broadway leader The Shubert Organization and exclusively distributed by Sound Associates Inc., GalaPro's technology is designed to provide an all-access, unique, and non-disruptive experience for audience members in need of closed captioning or audio descriptions using any WiFi-enabled mobile device.

Focused on making Theatre more accessible since 1979, Sound Associates, an industry-leading professional audio and video integrator specializing in the performing arts, has developed products to aid patrons with hearing and vision loss. The implementation of these products in Broadway Theatres has garnered Sound Associates, Inc. a Special Tony Award from the American Theatre Wing and the Secretary's Highest Recognition Award from the United States Department of Health and Human Services.

The GalaPro app is available in the Apple App Store or Google Play. For more information go to www.galapro.com and www.soundassociates.com.