Theatre Under The Stars Launches New Website to Enhance Patron Experience

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HOUSTON, TX - December 18, 2025 -
Theatre Under The Stars has unveiled a redesigned website developed by ASTOUNDZ to provide patrons with improved navigation and a comprehensive view of the organization's theatrical productions, educational programs, and community initiatives.

The Houston-based musical theatre company partnered with digital marketing services provider ASTOUNDZ to create a platform that streamlines ticket purchasing while showcasing the nonprofit organization's broader mission and community impact. The enhanced website features intuitive navigation designed to help visitors easily access information about shows and tickets while learning about the organization's educational and outreach programs.

"We wanted a website that is easy to navigate for our guests," said Kyle Young, Director of Marketing and Communications for TUTS. "Beyond creating a seamless path to get tickets, our goal was to give site visitors a better sense of who we are as a non-profit arts organization. ASTOUNDZ helped us create a platform that is intuitive and clearly illustrates the many ways we serve Houston."

The redesigned platform addresses the diverse needs of the theatre company's audience, from season subscribers seeking performance information to parents interested in the Humphreys School of Musical Theatre programs. The website architecture accommodates various user pathways, whether visitors are purchasing group seats, exploring accessibility services, or learning about volunteer opportunities.

Theatre Under The Stars stages numerous musical theatre productions throughout the year, ranging from classic Broadway shows to contemporary hits. Recent productions have included Irving Berlin's White Christmas, Million Dollar Quartet, Back to the Future: The Musical, and Beautiful: The Carole King Musical. The new website design ensures patrons can efficiently browse current and upcoming performances while accessing subscriber benefits and special programming such as OUT@TUTS Nights, which celebrate the

LGBTQ+ community.

Beyond performance information, the website highlights the organization's extensive educational initiatives.The Humphreys School of Musical Theatre offers training in singing, dancing and acting through classes and camps offered throughout the year, while The River provides accessible arts education for students with disabilities.

The website enhancement reflects the organization's commitment to accessibility and community engagement. Features include detailed information about accessibility services, rush ticket availability, and various support options for patrons interested in contributing to the nonprofit's mission through donations, memberships, or corporate sponsorships.

Theatre Under The Stars is a 501(c)(3) nonprofit organization dedicated to bringing musical theatre to life on stage while fostering arts education and community engagement throughout Houston. The organization offers comprehensive theatre education programs, stages professional musical productions, and maintains various community outreach initiatives designed to make theatre accessible to diverse audiences. Through partnerships with schools, community organizations, and corporate sponsors, the company continues to expand its impact on Houston's cultural landscape.

For more information on shows and tickets, visit the new Theatre Under The Stars website.

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Theatre Under The Stars

Theatre Under The Stars (TUTS) is dedicated to enriching lives through innovative musical theatre, inclusive educational programs, and vibrant community engagement.

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