

‘The Price Is Right Live’ Game Show Back in The Villages

Residents can experience the game show Thursday at The Sharon L. Morse Performing Arts Center.

By TAYLOR STRICKLAND
Daily Sun Senior Writer

Patrons of The Sharon L. Morse Performing Arts Center will get their chance to “come on down” once again at “The Price Is Right Live.”

Hosted by Daytime Emmy Award-winner Todd Newton, “The Price Is Right Live” is an interactive game show styled after the famous CBS TV show. By playing familiar games like Plinko, Cliffhangers, The Big Wheel and Showcase, contestants are given the chance to win more than \$12 million and prizes like new appliances, vacations and possibly a new car.

“We’re excited to be back,” Newton said. “Not only because we’re happy to get back to that crowd and the venue, but because we have had an amazing spring tour.”

The Villages is the grand finale of the show’s spring season, Newton said, with the tour picking back up again Aug. 30 in Snoqualmie, Washington.

This will be only the second time “The Price Is Right Live” has come to The Villages, and returning guests can expect to see something new at this year’s show.

Newton said that the show runners regularly update the show’s program and swap out the games.

For Thursday’s show, Newton said audiences can expect to see many of the games they know and love from the TV show along with a few surprises.

“There were over 100 different games on ‘The Price Is Right,’” Newton said. “I always tell people that when they come to see ‘The Price Is Right Live’ that it’s like seeing their favorite band do all their greatest hits.”

Known as “The Host With The Most,” Newton has been a radio host and TV personality for more than 30 years. He has graced audiences’ living rooms on screen with E! Entertainment, the Travel Channel, Shop HQ and as a spokesman for corporations like Bank of America, Verizon, Canon and Hefty. In 2012, he won a Daytime Emmy Award for Outstanding Game Show Host for Hasbro Studios’ “Family Game Night.”

Most notably, however, is Newton was mentored by Bob Barker, the original host of the televised “The Price Is Right” show and the creator of “The Price Is Right Live.”

“When I take that stage every night and at every location, I aim to make Bob proud,”



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TODD NEWTON
Host of “The Price Is Right Live”

Newton said. “I’m thrilled to be representing the longest-running game show in the U.S.”

Newton said that Barker created the touring version of the game show to “bring a little bit of Hollywood throughout America” for those who were unable to travel out to California to attend the televised show in person.

Although there are many time “The Price Is Right”-style shows on cruise ships and in casinos, Newton said they cannot compare to the experience the live show gives. He said it’s because the show is about more than just games and prizes — it’s also about showmanship and building a rapport with the audience.

“If it were any other game show, I think it would be slightly different,” Newton said. “When you have the privilege of saying you’ve been on TV for over 50 years, you have a very unique and special connection with the audience.”

Newton also stresses how important authenticity is for himself and the show runners. Not only do they strive to deliver the same experience as the one seen on TV, but they also like to give people the same chance to compete. There is no preselection process based on seat number or ticket price or how late guests bought their tickets, Newton said.

“Contestants are chosen at random,” he said. “In fact, even more contestants are selected than on TV, because we’re not constrained to an hour.”

The show runs from 90 minutes to two hours. Tickets are \$56.50 and up. For more information on pricing and showtimes, go to thevillagesentertainment.com.

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Hosted by Todd Newton, “The Price Is Right Live” features games that viewers all know and love, including Showcase. Residents will get their chance to “come on down” at 7 p.m. Thursday at The Sharon.

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