

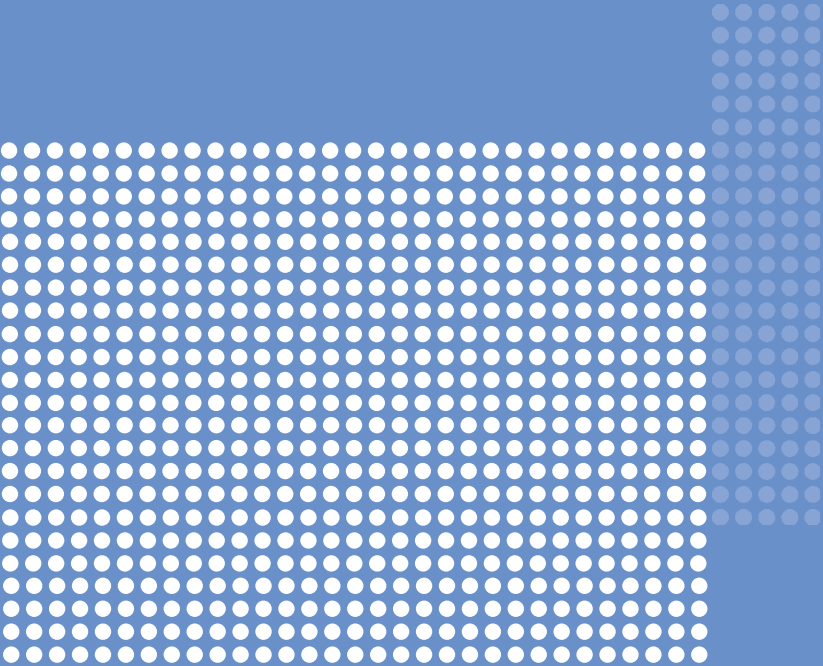


CULTURAL DISTRICT

2017 | 18

PITTSBURGH CULTURAL DISTRICT

Advertising Rates



ARTISTIC DIRECTOR TERRENCE S. ORR
PITTSBURGH BALLET THEATRE

Pittsburgh
CLO
CELEBRATING MUSICAL THEATRE

PITTSBURGH
CULTURAL
TRUST

PITTSBURGH
OPERA

PITTSBURGH
RJBLTC
THEATRE

PITTSBURGH SYMPHONY ORCHESTRA

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ARTISTIC DIRECTOR TERRENCE S. ORR
PITTSBURGH BALLET THEATRE



ICON KEY



Performances that appeal to Children



Holiday Programming.

For advertising information
 call 412-471-1497 or email
advertising@culturaldistrict.org

ABOUT THE CULTURAL DISTRICT

Located in the heart of downtown Pittsburgh, the Cultural District is a vibrant arts and entertainment center that offers something for everyone.

Within walking distance from the city's best hotels, restaurants, shops and public parks, you will find a wide range of options for art and live entertainment, from classical and contemporary music, ballet, and modern dance to visual art, opera, musical theater, children's theater, film festivals and drama.

A 14-square block area, the Cultural District will dazzle you with its creative urban energy, depth and charm.

The Cultural District offers galleries and world-class theaters in which over 4,500+ performances, exhibits and special events are held each year. More than 2 million patrons and visitors attend performances and exhibits annually in the Cultural District.



VENUES

District arts organizations perform at the following venues, each with varying audience capacities and show run lengths.

SEATING CAPACITY

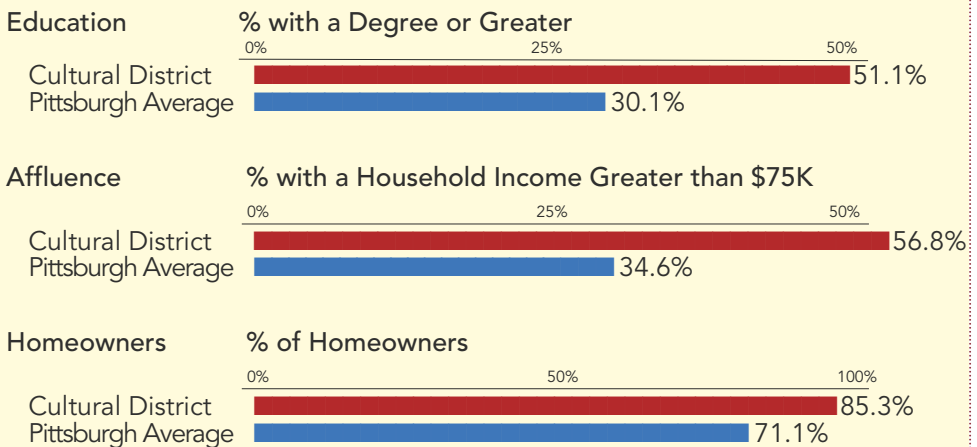
- Benedum Center 2,860
- Heinz Hall 2,661
- Cabaret Theater 250
- Byham Theater 1,313
- O'Reilly Theater 604
- Carnegie Music Hall 750
- August Wilson Center 486
- Pierce Studio 125
- CAPA 400
- Opera Headquarters 125

DISTRICT DEMOGRAPHICS

The top 25 Zip Codes for Cultural District ticket buyers are:

15237 North Hills	15101 Allison Park	15243 Cedarhurst
15108 Coraopolis	15206 East Liberty	15218 Swissvale
15217 Squirrel Hill	15206 Highland Park	15222 Downtown Pittsburgh
15317 Canonsburg	15236 Pleasant Hills	15212 North Side
15044 Gibsonia	15601 Greensburg	15143 Sewickley
16066 Cranberry Twp	15213 Oakland	15216 South Hills
15090 Wexford	15228 Mt Lebanon	15235 Penn Hills
15102 Bethel Park	15232 Shadyside	15208 Homewood
15642 Irwin	15221 Wilkinsburg	
15241 Upper St Clair	15238 Blawnox	

CULTURAL DISTRICT AUDIENCE DEMOGRAPHICS



Data Sources:
 Analysis – Elliott Marketing Group, Inc.
 Data Demographics – 2016 smART Database – ExperianSM

CULTURAL DISTRICT PROGRAM AD PRICING

To assist in your marketing and budgeting plan this season, the Pittsburgh Cultural District will be using a tier pricing structure for program advertising. The tiers will be listed next to the program you are considering.

Use the chart listed below to determine your desired reach and your net rate.

TIER PRICING FOR 2017 - 2018 PROGRAM ADVERTISING SEASON

	Full Page	Half Page	Quarter Page	Inside Cover	Insert	Double Truck	Cover Truck	Average Print
Tier 1	\$3200	\$2240	\$1280	\$4160	\$5120	\$6400	\$7360	60,000
Tier 2	\$2200	\$1540	\$ 880	\$2860	\$3520	\$4400	\$5060	31,500
Tier 3	\$1800	\$1260	\$ 720	\$2340	\$2880	\$3600	\$4140	22,500
Tier 4	\$1350	\$ 945	\$ 540	\$1755	\$2160	\$2700	\$3105	15,000
Tier 5	\$1000	\$ 700	\$ 400	\$1300	\$1600	\$2000	\$2300	8,500
Tier 6	\$ 750	\$ 525	\$ 300	\$ 975	\$1200	\$1500	\$1725	5,000
Tier 7	\$ 550	\$ 385	\$ 220	\$ 715	\$ 880	\$1100	\$1265	2,025
Tier 8	\$ 350	\$ 245	\$ 140	\$ 455	\$ 560	\$ 700	\$ 805	1,000

Look for the following icons within the show listings to determine tier:



ADVERTISING

PROGRAM ADVERTISING

More than one million program booklets are printed and distributed in the Cultural District each year. The program booklet is an exclusive magazine for theatergoers. Your ad in the program booklet will create a lasting impression of quality with the theatergoers and in the arts community.

SPECIAL ADVERTISING INSERTS

Special placement of your two-sided 8 ½ x 11 sheet, folded to 5 ½ x 8 ½ and inserted in between printing signatures. This ad will “pop-out” and grab the program booklet reader’s eye. Spend a bit more and receive premium placement.

SEASON TICKET BACKS

Reach District audiences before they make their evening plans; before they take their seats. Place your ad/coupon on the back of the subscriber tickets which are customized to the individual arts organization and mailed out at the beginning of the season to all season ticketholders.

Reach theater-goers as they are making plans in the Cultural District!

E-mail all artwork to advertising@culturaldistrict.org

OPPORTUNITIES

E-MAIL BLAST ADVERTISEMENTS

Reach 15,000 – 16,000 Opt-In Patrons from the CulturalDistrict.org website

E-MAIL BLAST 2017-2018

SCHEDULE	
Feb. 12, 2018	
Sept. 18, 2017	Feb. 26, 2018
Oct. 2, 2017	Mar. 12, 2018
Oct. 16, 2017	April 2, 2018
Oct. 30, 2017	April 16, 2018
Nov. 13, 2017	April 30, 2018
Jan. 8, 2018	May 14, 2018
Jan. 22, 2018	

Gain media synergy by combining the prestige of program advertising with the commanding presence of an E-mail Blast!

PLACEMENT: Your ad appears in the body of the E-mail so viewers encounter it as they read through the editorial material. Ads can function as a livelink to your website.

INVESTMENT: \$600 (net) per E-Blast

EXCLUSIVE AD: One advertisement per E-mail Blast.

E-MAIL BLAST AD SIZE: 570 x 185 jpg.

CULTURAL DISTRICT

An American in Paris
A New Musical

Benedum Center
May 30-June 11

An American in Paris is the new Tony Award-winning musical about an American soldier, a mysterious French girl and an indomitable European city, each yearning for a new beginning in the aftermath of war. A seasoned Broadway chronicler and 2015 Tony Award-winning Critic Christopher Whelan brings the magic and romance of Paris into perfect harmony with unforgettable songs from George and Ira Gershwin in the show that earned more awards than any other musical in the 2014-2015 season! The New York Times raves "An American in Paris is a triumph! Pure joy!" and the Wall Street Journal declares, "Once you've seen it, you'll find it hard to settle for less ever again." Don't miss this stunning Broadway hit when it arrives in Pittsburgh on its final national tour!

[Buy Tickets](#)

REVEL + ROOST upstairs AT ROOST

dine & dash Please notify your server of your selection

Prix Fixe Theater Menu
CHOOSE FROM THREE OR FOUR COURSES!

REVELANDROOST.COM
PLEASE CALL 412-281-1134 FOR RESERVATIONS.

These Abigail's
Dating, Mating & Marriage!

Pittsburgh CLO
Coliseum at Theaters Square
Now-August 11

Relax, Date, Flirt, Thrill, Swoon! 3 acts as they delight here all the messages after "relationship" aren't in the least! Along with her easy, sassy wit, Abigail's wit takes over any and every one of your questions as they offer up outrageous, funny "relationships" on dating, mating and marriage. You laugh and relax as Abigail delightfully repeats the expert advice she heard before being called and speed-dating—before the divorce rate was 50% and when "really" was more than an insult and that you'll improve your love life and strengthen your relationship and beyond her season. Adult Content

[Buy Tickets](#)

AN ACT OF GOD

Pittsburgh Public Theater
Orchard Theater
June 1-July 2

William is Steven, is Justice something you would instead be, Steven? (Steven, Steven) and his wife, Patsy, called called called! Steven and Michael, although God above, he has a few early management issues, but also crack you up with his raw and improved commitment, stories about them & it's brought on, because you're, and more, written by David L. Armstrong, former writer of The Daily Show with Jon Stewart and winner of 13 Emmy Awards. An act of God is blessed with abundant adult commentary and the unexpected. Adult Content. Adult Language.

[Buy Tickets](#)

Madder's RESURRECTION

Pittsburgh Symphony Orchestra
Harris Hall
June 2-June 4

"Why have you died? Why have you died? It had come, hope, and joy? Why have you died? These questions, somehow they are to go on living – indeed, even five are only to go on dying!" Madder's Resurrection is the first resurrection symphony by David L. Armstrong, featuring the 2 "Resurrection" questions were last answered in the final, 18th-century concert by the orchestra, along with the Manhattan Choir of Pittsburgh and outstanding soloists Ying-Fang and Gerald Rosenberg, in a performance of this monumental symphony.

[Buy Tickets](#)

PITTSBURGH BALLET THEATRE

For nearly 50 years, Pittsburgh Ballet Theatre has staged an eclectic mix of sweeping story ballets, modern masterworks and inventive new commissions. PBT's 2017-2018 repertory season samples the best of all three – from the company's return to *Swan Lake*, complete with exquisite new scenery by Peter Farmer, to its debut in Jerome Robbins' *West Side Story Suite*, a centennial tribute to dance and song visionaries Jerome Robbins and Leonard Bernstein.

DRACULA

October 27-29, 2017
Benedum Center

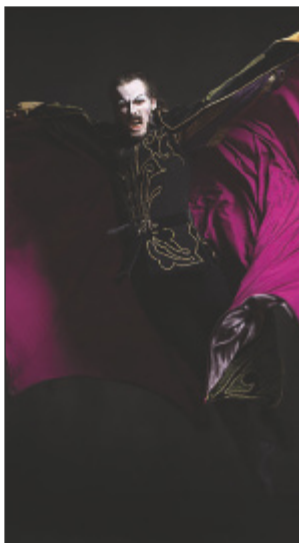


Space Reservation: 10/2 Artwork Deadline: 10/16

Over Halloween weekend, PBT brings back the deliciously spine-chilling "Dracula," based on Bram Stoker's 1897 gothic novel – the grandfather of all vampire dramas. Dissatisfied with his bevy of undead brides, Count Dracula fixates on Svetlana, a young girl on the cusp of engagement, to satiate his thirst for fresh blood. A haunting score by Franz Liszt builds suspense while scenic designer Thomas Boyd's fastidious studies of Balkan and Romanian architecture add authenticity to the 19th-century Transylvanian setting. The dancing also has teeth, with

levitation, flying and pyrotechnics that make the choreography even more climactic. At the time of its premiere, the *New York Times* described it as a "spectacle of an order ballet audiences seldom see today."

Choreographer:
Ben Stevenson
Music: Franz Liszt



Artist: Cooper Verona
Photo by: Duane Rieder



Artist: Hannah Carter
Photo by: Duane Rieder

THE NUTCRACKER

December 1-27, 2017
Benedum Center



Space Reservation: 11/6 Artwork Deadline: 11/14

Complete with flurrying snow, a colossal Christmas tree and magic tricks galore, this holiday spectacular features over 100 dancers, 200 costumes and Tchaikovsky's exultant score. Since its 1892 premiere, *The Nutcracker* has held a special place in holiday traditions all over the world. PBT adds its own spin to the time and place with a turn-of-the-century setting incorporating Pittsburgh's own landmarks, historical figures and personality. Each performance features a unique casting combination, giving regulars the chance to see a variety of dancers perform iconic roles like Marie, the Nephew, the Sugar Plum Fairy and her Cavalier.

Choreography & Staging: Terrence S. Orr
Music: Peter Ilyich Tchaikovsky

SEE PAGE 3 FOR TIER PRICING



ARTISTIC DIRECTOR TERPENCE S. ORR
PITTSBURGH BALLET THEATRE

For tickets call 412-456-6666; visit the Box Office at
Theater Square or pbt.org or CulturalDistrict.org



Artists: Amanda Cochrane
Photo by:
Duane Rieder



Artists: Luca Sbrizzi
Photo by: Duane Rieder

SWAN LAKE WITH THE PBT ORCHESTRA

TIER 4



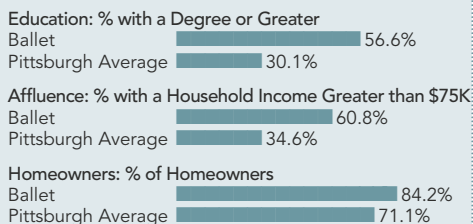
February 16-25, 2018
Benedum Center

Space Reservation: 1/24 Artwork Deadline: 2/5

An evil enchantment and a mysterious love story give wings to a ballet that has captured the public imagination since 1895. Together with the live PBT Orchestra, PBT debuts a beautifully redesigned "Swan Lake" for two weekends around Valentine's Day. "Swan Lake" exemplifies classical technique – from the ballet en blanc swan scenes to the Black Swan's famous 32 fouettés. But it's the undulating port de bras of the swans – a movement quality unique to "Swan Lake" – that lends its own mystique to the classical vocabulary. Set to the stirring themes of Tchaikovsky's score, the split personalities of Odette and Odile mirror the age-old battle between good and evil.

Choreography: after Marius Petipa and Lev Ivanov
Music: Peter Ilyich Tchaikovsky

DEMOGRAPHICS FOR PITTSBURGH BALLET THEATRE AUDIENCE



PITTSBURGH BALLET THEATRE: NEW WORKS

March 16-25, 2018
August Wilson Center

TIER 7

Space Reservation: 2/21 Artwork Deadline: 3/5

PBT has built its repertory around an eclectic mix of classics, modern masterworks and new commissions from both seasoned and emerging choreographers. In March at the August Wilson Center, Artistic Director Terrence S. Orr will hand over the program to five choreographic voices from PBT's own company of dancers: Amanda Cochrane, Julia Erickson, Yoshiaki Nakano, William Moore and Cooper Verona. Each choreographer will create a signature work on his or her fellow artists, offering audience members a personal, insightful look at the way today's dancers interpret their own medium.

Choreography: Mixed repertory program of world premiere works by PBT dancers

pbt.org

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org



Artists: Jessica McCann and Alejandro Diaz
Photo by: Duane Rieder

UPMC PRESENTS
**WEST SIDE STORY SUITE +
IN THE NIGHT WITH PBT
ORCHESTRA**

May 4-6, 2018
Benedum Center



Space Reservation: 4/11 Artwork Deadline: 4/23

WEST SIDE STORY

Choreography by: Jerome Robbins
Music by: Leonard Bernstein

IN THE NIGHT

Choreography by: Jerome Robbins
Music: Frédéric Chopin

PBT's season finale celebrates the 100th birthdays of Jerome Robbins and Leonard Bernstein, whose game-changing Broadway collaboration remains as relevant today as it was in 1957. "West Side Story Suite" samples classic songs and dances from the full-length musical and film. In this work, the dancers not only dance – they'll sing excerpts from famous songs like America and Cool. Tapping into the raw emotions that drove the full-length story, the dancers will take on the personas of Tony, Maria and the rival Jets and Sharks through choreography that earned Robbins a Tony Award. "West Side Story Suite" will share the program with another Robbins masterwork: his intimate 1940 work, "In the Night," set to four Chopin nocturnes. With pas de deux for three very different couples, "In the Night" lifts the curtain on love at its most tender and its most tumultuous.



Students of Pittsburgh Ballet Theatre School
Photo by: Rich Sofranko Photography

PITTSBURGH BALLET THEATRE SCHOOL

As the official training institution of Pittsburgh Ballet Theatre, Pittsburgh Ballet Theatre School is recognized as one of the nation's finest schools for dance education and training. Under the leadership of Artistic Director Terrence S. Orr and School Co-Directors Marjorie Grundvig and Dennis Marshall, PBT School offers classical ballet training and a diverse dance curriculum to more than 1,000 students of all ages, levels and degrees of interest taught by faculty and guest teachers of international acclaim. Strengthened by daily exposure to PBT's professional company of dancers, PBT School students experience training that extends from the studio to the main stage.

PBT SCHOOL SPRING PERFORMANCE 2018

May 25 - 26, 2018
Byham Theater



Space Reservation: 5/2 Artwork Deadline: 5/14

Pittsburgh Ballet Theatre School ends the year with a performance of classical and contemporary works featuring 200 students of the Student and Pre-Professional Divisions, presented on stage in the Cultural District of Pittsburgh.

PITTSBURGH CLO

Pittsburgh CLO has been a leader in producing live musical theater for audiences across the region since 1946. Pittsburgh CLO's Summer Season is beautifully complemented in December by CLO's annual production of *A MUSICAL CHRISTMAS CAROL*, as well as year-round productions at the CLO Cabaret. These productions alone reach nearly 200,000 patrons.

In addition, Pittsburgh CLO contributes to the enrichment of the community by offering numerous educational outreach programs. Such efforts include the Pittsburgh CLO Academy of Musical Theater, Mini Stars, Gallery of Heroes, Gene Kelly Awards, Kelly Circle and "A" in Arts programs, New Horizons, Creative Vision and the prestigious Richard Rodgers Award. Impacting hundreds of thousands of people each year through its programs and productions, Pittsburgh CLO is a vital and colorful thread in the cultural fabric of the region and the nation.

DEMOGRAPHICS FOR PITTSBURGH CLO AUDIENCE

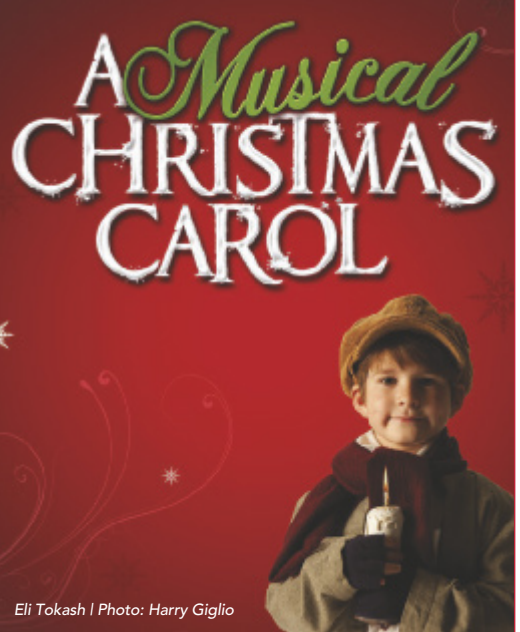
Education: % with a Degree or Greater
 CLO 53.8%
 Pittsburgh Average 30.1%

Affluence: % with a Household Income Greater than \$75K
 CLO 58.9%
 Pittsburgh Average 34.6%

Homeowners: % of Homeowners
 CLO 90.1%
 Pittsburgh Average 71.1%

SEE PAGE 3 FOR TIER PRICING

TIER



Eli Tokash | Photo: Harry Giglio

December 8-23, 2017
 Byham Theater

TIER
3

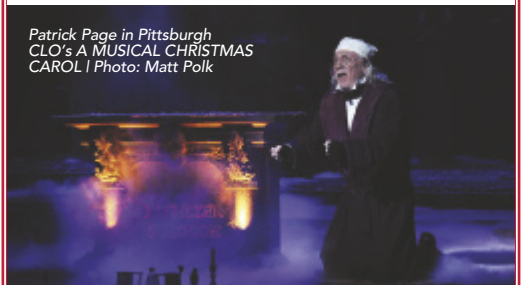


Space Reservation: 11/15 Artwork Deadline: 11/27

A Holiday Treat for the Entire Family!

We've taken the spirit of the season, wrapped it in your favorite yuletide melodies and tied it with all of the magic of your childhood. Join Scrooge, Bob Cratchit, Tiny Tim and a host of colorful characters for a remarkable Pittsburgh CLO production of *A MUSICAL CHRISTMAS CAROL*. With dazzling special effects, holiday charm and ticket prices even Scrooge would approve, this Charles Dickens classic is a wonderful way to celebrate all the tradition of the season.

Patrick Page in Pittsburgh CLO's *A MUSICAL CHRISTMAS CAROL* | Photo: Matt Polk



For tickets call 412-456-6666; visit the Box Office at Theater Square or pittsburghclo.org or CulturalDistrict.org



2016 Gene Kelly Award Opening Number
Photo: Archie Carpenter

2016 Gene Kelly Award Winner Best Execution of Direction Music Direction and Choreography Pittsburgh CAPA
Photo: Archie Carpenter

GENE KELLY AWARDS

May 26, 2018
Benedum Center

Space Reservation: 5/2
Artwork Deadline: 5/14



One Night Only!

Patterned after Broadway's Tony Awards®, this annual sold-out event celebrates the power of arts education with dynamic live student performances and a suspense-filled awards ceremony. Show business veterans and community celebrities help celebrate this award-winning evening as Allegheny County's finest high school performers take center stage at the Benedum Center. With award categories that include Best Ensemble, Best Costume Design and of course Best Musical, this event is a tribute to the enthusiasm, dedication and accomplishments of our area's high school theater programs.



For Excellence in High School Musical Theater



RESERVE YOUR SPACE FOR
6 summer shows in 2018!

1 WEEK SHOW



2 WEEK SHOW



pittsburghCLO.org

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org



Located in the Theater Square complex, this intimate 250-seat space offers audiences a unique theater experience with both table and traditional theater seating. Pittsburgh CLO opened the Cabaret Theater in 2004 with *FOREVER PLAID*, which entertained 60,000 patrons. Other productions include: *NUNSENSE*, *DIXIE'S TUPPERWARE PARTY*, *ALTAR BOYZ*, *FIRST DATE* and *THE 39 STEPS*. Audience members have the opportunity to eat and drink at their tables during the performance, providing them with a complete night on the town!

FALL/WINTER CABARET



By Douglas Carter
Beane, Jeff Lynne
and John Farrar

October 12, 2017 -
December 17, 2017



Space Reservation: 9/13 Artwork Deadline: 9/25

RELIVE THE '80s WITH "A RETRO FEEL-GOOD NIGHT OF NOSTALGIA!"

From the golden age of romantic comedies, legwarmers and Pac-Man...*XANADU* is a classic tale of boy meets girl - except that girl is actually Greek muse "Kira" sent from the heavens to Venice Beach, California to help struggling artist, Sonny, achieve his greatest dream - to open the first *ROLLER DISCO*! When Kira falls into forbidden love with this mortal, her jealous sisters take advantage of the situation, and chaos [and hilarity] abound. This hysterical '80s musical adventure "rolls" along to a legendary hit score featuring "Magic," "All Over The World," "Suddenly," "I'm Alive," "Evil Woman," "Have You Never Been Mellow" and "Xanadu," to name a few.

DEMOGRAPHICS FOR PITTSBURGH CLO CABARET AUDIENCE

Education: % with a Degree or Greater	
Cabaret	55.3%
Pittsburgh Average	30.1%
Affluence: % with a Household Income Greater than \$75K	
Cabaret	60.4%
Pittsburgh Average	34.6%
Homeowners: % of Homeowners	
Cabaret	90.3%
Pittsburgh Average	71.1%



For tickets call 412-456-6666; visit the Box Office at Theater Square or online at CLOCabaret.com or CulturalDistrict.org



WINTER/SPRING CABARET

TIER 4

UP & AWAY THE ASTONISHING, AMAZING, ABSOLUTELY TRUE TALE OF THE INCREDIBLE J. JESSUP (AND HIS BROTHER)

By Kevin Hammond and Kristen Bair

January 25 - April 15, 2018 **WORLD PREMIERE!**

Space Reservation: 1/3 Artwork Deadline: 1/15

Not much happens in Farmtown, USA, home of brothers Joe and Jerry Jessup. So when Joe realizes he has superpowers, he high-tails it out of town to seek fame and fortune in "Big City." When he finds trouble instead, jittery Jerry is forced to follow – and their boring life is turned upside down into a rip-roarin' adventure! Toss in an eccentric billionaire, plucky reporter and dastardly villains, and you've got one epic tale of the world's FIRST superhero. Five actors take on the roles of over 50 different characters in this high-flying world-premiere comedy guaranteed to keep the suspense high and the laughs rolling!

FALL CABARET



Based on the Best-Selling Book by John Gray

September 6 - 30, 2018

TIER 4

Space Reservation: 8/13 Artwork Deadline: 8/27

WHEN MARS AND VENUS COLLIDE, THE ADVENTURES ARE EARTH-SHATTERINGLY HYSTERICAL!

The Off-Broadway hit comedy *MEN ARE FROM MARS – WOMEN ARE FROM VENUS LIVE!* is a one-man fusion of theater and stand-up, and is a light-hearted theatrical comedy based on *The New York Times* #1 best-selling book of the last decade by John Gray. Moving swiftly through a series of vignettes, the show covers everything from dating and marriage to the bedroom. This hysterical show will have couples elbowing each other all evening as they see themselves on stage and groups of friends doubled-over with laughter. Sexy and fast paced, this show is definitely for adults, but will leave audiences laughing and giggling like little kids!

*Adult Content

SPRING/SUMMER CABARET

TIER 4



By Robin Hawdon

May 10 - August 12, 2018

Space Reservation: 4/18 Artwork Deadline: 4/30

THIS RIOTOUS COMEDY IS ONE WILD WALK DOWN THE AISLE!

Congratulations, Bill and Rachel! It's the day of their wedding but there's just one problem. Bill woke up in bed next to a stranger and has no idea how she got there. With the bride-to-be due to arrive at any moment, Bill begs his Best Man, Tom, to pretend she's his girlfriend and chaos and comedy ensue! Between slamming doors, mistaken identities and two very upset would-be newlyweds, this romantic comedy reaches a fever pitch when the bride's parents and the hotel staff get in on the act and the audience is left crying with laughter!

SEE PAGE 3 FOR TIER PRICING **TIER**

PNC BROADWAY IN PITTSBURGH

The 2017-2018 PNC Broadway in Pittsburgh series includes critically-acclaimed award-winners and the newest and brightest productions that conquered Broadway. Inspiring, joyous, soul-raising, and breathtaking experiences. Seven season shows are sold in a subscription package, and subscribers have first opportunity to purchase tickets to the four season specials. Single tickets go on sale for all 11 shows leading up to the show run.

SCHOOL of ROCK THE MUSICAL



October 17 – October 22, 2017
Benedum Center

TIER
3



Space Reservation: 9/27 Artwork Deadline: 10/9

SCHOOL OF ROCK is a *New York Times* Critics' Pick and "AN INSPIRING JOLT OF ENERGY, JOY AND MAD SKILLZ!" (*Entertainment Weekly*). Based on the hit film, this hilarious new musical follows Dewey Finn, a wannabe rock star posing as a substitute teacher who turns a class of straight-A students into a guitar-shredding, bass-slapping, mind-blowing rock band. This high-octane smash features 14 new songs from ANDREW LLOYD WEBBER, all the original songs from the movie and musical theater's first-ever kids rock band playing their instruments live onstage. *Vanity Fair* raves, "FISTS OF ALL AGES SHALL BE PUMPING!"

SEE PAGE 3 FOR TIER PRICING

TIER
3



November 14 – November 19, 2017
Benedum Center

TIER
3

Space Reservation: 10/18 Artwork Deadline: 10/30

Hailed as "a direct hit to the heart" (*The Hollywood Reporter*), this joyous American classic has conquered Broadway in an all-new "ravishing reconceived production that is a glory to behold" (*The New York Times*) directed by Tony winner John Doyle. With a soul-raising score of jazz, gospel, ragtime and blues, THE COLOR PURPLE gives an exhilarating new spirit to this Pulitzer Prize-winning story. Don't miss this stunning re-imagining of an epic story about a young woman's journey to love and triumph in the American South. It's the musical sensation that *New York Magazine* calls "one of the greatest revivals ever."



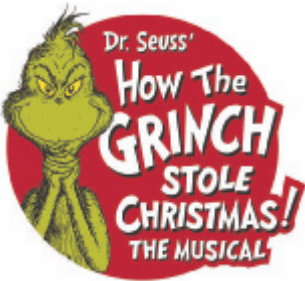
SEASON SPECIAL

November 21 –
November 26, 2017
Benedum Center

TIER
3

Space Reservation: 10/25 Artwork Deadline: 11/6

It began as one man's story... became everyone's music... and is now Broadway's musical. MOTOWN THE MUSICAL is the true American dream story of Motown founder Berry Gordy's journey from featherweight boxer to the heavy-weight music mogul who launched the careers of Diana Ross, Michael Jackson, Smokey Robinson and many more. Motown shattered barriers, shaped our lives and made us all move to the same beat. Featuring classic songs such as "My Girl" and "Ain't No Mountain High Enough," experience the story behind the music in the record-breaking smash hit MOTOWN THE MUSICAL!



TIER 3

December 20 – December 24, 2017
Heinz Hall



Space Reservation: 11/22 Artwork Deadline: 12/4

Discover the magic of Dr. Seuss' classic holiday tale as it comes to life on stage. Featuring the hit songs "You're A Mean One, Mr. Grinch" and "Welcome Christmas," The Grinch discovers there's more to Christmas than he bargained for in this heart-warming holiday classic. Max the Dog narrates as the mean and scheming Grinch, whose heart is "two sizes too small," decides to steal Christmas away from the Whos, an endlessly cheerful bunch bursting with holiday spirit. Celebrate the holidays with the show *The New York Times* calls "100 times better than any bedside story!"



SEASON SPECIAL

TIER 1

January 24 – February 11, 2018
Benedum Center

Space Reservation: 1/3 Artwork Deadline: 1/16

WICKED, the Broadway sensation, looks at what happened in the Land of Oz...but from a different angle. Long before Dorothy arrives, there is another young woman, born with emerald-green skin—smart, fiery, misunderstood, and possessing an extraordinary talent. When she meets a bubbly blonde who is exceptionally popular, their initial rivalry turns into the unlikeliest of friendships... until the world decides to call one "good," and the other one "wicked."



January 2 – 7, 2018
Benedum Center

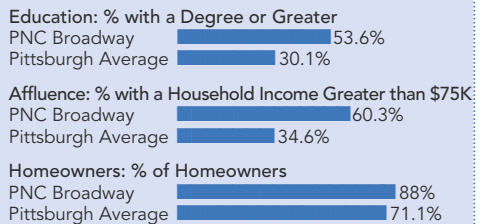
Space Reservation: 12/6

Artwork Deadline: 12/18

TIER 3

The year is 1907. It is 10 years after his disappearance from the Paris Opera House and the Phantom has escaped to a new life in New York where he lives amongst the screaming joy rides and freak shows of Coney Island. In this new, electrically charged world, he has finally found a place for his music to soar, but he has never stopped yearning for his one true love and musical protégée, Christine Daaé. This production played to critical acclaim throughout Australia and Andrew Lloyd Webber describes the production as, "Probably the finest one I could ever, ever hope for."

DEMOGRAPHICS FOR PNC BROADWAY ACROSS AMERICA - PITTSBURGH AUDIENCE



TrustArts.org

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org



February 27 – March 4, 2018
Benedum Center

TIER
3

Space Reservation: 1/31
Artwork Deadline: 2/12

Based on the smash hit film, the award-winning musical will star Grammy Award® -nominee and R&B superstar DEBORAH COX! Former Secret Service agent turned bodyguard, Frank Farmer, is hired to protect superstar Rachel Marron from an unknown stalker. Each expects to be in charge; what they don't expect is to fall in love. A breathtakingly romantic thriller, THE BODYGUARD features a host of irresistible classics including *Queen of the Night*, *So Emotional*, *One Moment in Time*, *Saving All My love*, *Run to You*, *I Have Nothing*, *I Wanna Dance with Somebody* and one of the biggest selling songs of all time – *I Will Always Love You*.



March 6 – March 11, 2018
Benedum Center

TIER
3

Space Reservation: 2/7 **Artwork Deadline:** 2/19

This irresistible new hit features original music and lyrics by six-time Grammy nominee Sara Bareilles ("Brave," "Love Song"), a book by acclaimed screenwriter Jessie Nelson (*I Am Sam*) and direction by Tony Award® winner Diane Paulus (*PIPPIN*, *FINDING NEVERLAND*). Inspired by Adrienne Shelly's beloved film, *WAITRESS* tells the story of Jenna – a waitress and expert pie maker, Jenna dreams of a way out of her small town and loveless marriage. A baking contest in a nearby county and the town's new doctor may offer her a chance at a fresh start, while her fellow waitresses offer their own recipes for happiness. But Jenna must summon the strength and courage to rebuild her own life.



SEASON SPECIAL

March 27 – April 1, 2018
Heinz Hall

TIER
3

Space Reservation: 2/28 **Artwork Deadline:** 3/12

In 1996, an original rock musical by a little-known composer opened on Broadway and forever changed the landscape of American theatre. Two decades later, Jonathan Larson's *RENT* continues to speak loudly and defiantly to audiences across generations and all over the world. And now, the Pulitzer Prize and Tony Award® -winning masterpiece returns to the stage in a vibrant 20th Anniversary touring production. A re-imagining of Puccini's *La Bohème*, *RENT* follows an unforgettable year in the lives of seven artists struggling to follow their dreams without selling out. With its inspiring message of joy and hope in the face of fear, this timeless celebration of friendship and creativity reminds us to measure our lives in the only thing that truly matters – love.

**SEASON SPECIAL**

May 22 – May 27, 2018
Heinz Hall



Space Reservation: 4/25
Artwork Deadline: 5/7

Rodgers + Hammerstein's CINDERELLA is the Tony Award®-winning Broadway musical from the creators of THE SOUND OF MUSIC and SOUTH PACIFIC that's delighting audiences with its contemporary take on the classic tale. This lush production features an incredible orchestra, jaw-dropping transformations and all the moments you love—the pumpkin, the glass slipper, the masked ball and more—plus some surprising new twists! Be transported back to your childhood as you rediscover some of Rodgers + Hammerstein's most beloved songs, including "In My Own Little Corner," "Impossible/It's Possible" and "Ten Minutes Ago," in this hilarious and romantic Broadway experience for anyone who's ever had a wish, a dream... or a really great pair of shoes.



August 21 – September 9, 2018
Benedum Center

Space Reservation: 8/1
Artwork Deadline: 8/13



Hailed by USA Today as "Pure Genie-Us," ALADDIN features all your favorite songs from the film as well as new music written by Tony and Academy Award® winner Alan Menken (NEWSIES) with lyrics penned by the legendary Howard Ashman (BEAUTY AND THE BEAST), Tony Award® winner Tim Rice (THE LION KING, AIDA), and book writer Chad Beguelin (THE WEDDING SINGER). Directed and choreographed by Tony Award® winner Casey Nicholaw (THE BOOK OF MORMON, SOMETHING ROTTEN!), this "Fabulous" and "Extravagant" (*The New York Times*) new musical boasts an incomparable design team, with sets, costumes and lighting from Tony Award® winners Bob Crowley (MARY POPPINS), Gregg Barnes (KINKY BOOTS), and Natasha Katz (AN AMERICAN IN PARIS).

SEE PAGE 3 FOR TIER PRICING



TrustArts.org

Programs, artists and dates
are subject to change.

For advertising information call 412-471-1497 or email
advertising@culturaldistrict.org or visit CulturalDistrict.org



Citizens Bank Children's Theater Series showcases imagination, creativity, and fun from professional theater groups around the world for children of all ages. The series presents shows that will open the door for children and families to experience performing arts that inspire, challenge, and educate. Most performances debut at the Byham Theater in Pittsburgh's Downtown Cultural District, and then travel to various community venues North, South, East, and West of the city, and into Butler County. This season is packed with fun, creative productions from around the globe that children and families are sure to enjoy.



Trash Test Dummies

TIER 8



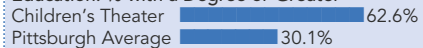
November 12-19, 2017

Space Reservation: 10/18 Artwork Deadline: 10/30

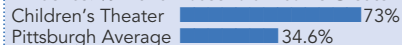
The Trash Test Dummies are skilled circus performers that can trash talk with the best of them, showcasing a stunning array of jaw-dropping acrobatics, juggling and stunt work. These dexterous dummies take the audience on a journey into their playful imagination, inviting them to take a fresh look at the humble household trashcan. Winners of the best children's presentation at the Adelaide Fringe Festival in 2015, the Trash Test Dummies are as full of laughs as their bins are full of surprises.

DEMOGRAPHICS FOR CHILDREN'S THEATER AUDIENCE

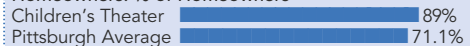
Education: % with a Degree or Greater



Affluence: % with a Household Income Greater than \$75K



Homeowners: % of Homeowners



SEE PAGE 3 FOR TIER PRICING



Children's Theater Series Combination Book

January 7, 2018 – April 16, 2018

TIER
5



Space Reservation: 12/13 Artwork Deadline: 12/21



Skippyjon Jones Snow What

January 7-15, 2018

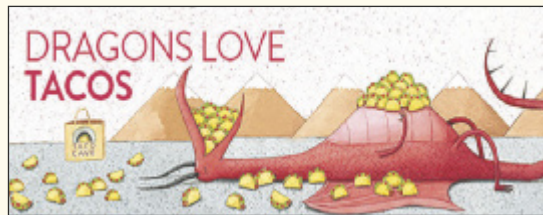
Mirror, mirror on the wall, who is the bravest Chihuahua of them all? Skippyjon Jones, the Siamese cat who thinks he is a Chihuahua, of course! While his sisters listen to Snow White and the Seven Dwarves, Skippy heads off for the REAL adventure awaiting him in his closet. There, his alter ego Skippito Friskito must rescue the beautiful Princess Nieve Qué (Snow What), battle the evil dragon, and defeat the Bruja with the help of his friends, the Seven Chimichangos. A brand new musical based on the book by Judy Schachner, *Skippyjon Jones Snow What* is a twist on the classic fairytale *Snow White and the Seven Dwarves*.



Carnival of The Animals

February 23-24, 2018

The Circa Carnival comes to town with whimsical tales of creatures of land and sea who tumble, fly, leap, and spin their way through many wondrous worlds. Zebras juggle and flip, kangaroos somersault, elephants have street-cred and rhythm, and dinosaurs shake, clatter, and roll to the music.



Dragons Love Tacos and Other Stories

April 10-16, 2018

Dragons love all sorts of tacos - except spicy ones! When a boy throws his new dragon friends a spicy salsa taco party, red-hot trouble ensues. This musical revue will also feature other popular stories, including *Interrupting Chicken*, *The Dot*, *Mercy Watson Goes for a Ride*, and *Cowgirl Kate* and *Cocoa School Days* (stories subject to change).

TrustArts.org



The EQT Bridge Theater Series seeks to expand upon the tradition that families begin when their children attend theater productions at an early age. The series features professional productions staged by national and international companies known for their quality and imaginative work. This season consists of a mix of productions that are sure to inspire and entertain audiences from the age of seven to adult. Shows present in Pittsburgh's downtown Cultural District at the August Wilson Center.

Water on Mars

December 15-16, 2017
August Wilson Center



Space Reservation: 10/19 Artwork Deadline: 10/31

This trio takes juggling to an entirely new level with glow-in-the-dark rings, clubs, and balls. Electro-pop music keeps the action moving while the jugglers add water bottles, toilet paper rolls, and bags of candy to the mix. Designed for spaceships and distant planets, *Water on Mars* is the future of juggling.



For tickets call 412-456-6666; visit the Box Office at Theater Square or online at TrustArts.org or CulturalDistrict.org

Bridge Theater Series Combination Book

January 27, 2018 – March 3, 2018
August Wilson Center



Space Reservation: 1/3 Artwork Deadline: 1/12



The 13-Story Treehouse

January 27-28, 2018

Who wouldn't want to live in a tree house? Especially a 13-story Treehouse that has everything; a bowling alley, a secret underground laboratory, and self-making beds, for starters! Andy and Terry live there, make stories, and have a series of completely silly adventures together, and today's the day they're going to bring those stories to the stage - curtain up! There's just one problem: they forgot to write the play! And, where will they find flying cats, a mermaid, a sea monster, an invasion of monkeys, and a giant gorilla? CPD's production uses live action, puppetry, music, and animation to bring *The 13-Story Treehouse* to life with a seriously funny cast and magical moments of theatrical wizardry. Don't miss this multi-award winning production of the Treehouse series.



Feathers of Fire: A Persian Epic

March 2-3, 2018

Featuring puppets, storytelling, shadow casters, and digital animation, this adventure updates the classic shadow play - melding traditional puppeteering techniques with new media. This captivating performance stages the legend of Zaul and Rudabeth, one of the stories in the Persian *Shahnameh*, the national epic of Iran.

DEMOGRAPHICS FOR EQT BRIDGE THEATER SERIES AUDIENCE

Education: % with a Degree or Greater

Children's Theater 65.5%
Pittsburgh Average 30.1%

Affluence: % with a Household Income Greater than \$75K

Children's Theater 73.5%
Pittsburgh Average 34.6%

Homeowners: % of Homeowners

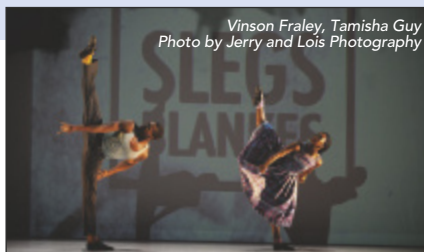
Children's Theater 88.2%
Pittsburgh Average 71.1%

SEE PAGE 3 FOR TIER PRICING



TrustArts.org

The Pittsburgh Dance Council presents outstanding contemporary dance from around the world. The 2017-18 season includes the return of three internationally renowned companies and three making their Pittsburgh debut. Each company brings its own unique voice, reminding us of the versatility and importance of dance as an art form.



Vinson Fraley, Tamisha Guy
Photo by Jerry and Lois Photography

Kyle Abraham/ Abraham.In.Motion

TIER
8

The Quiet Dance, Absent Matter and The Gettin'

November 10 & 11, 2017

August Wilson Center

Space Reservation: 10/18 Artwork Deadline: 10/30

Pittsburgh native and MacArthur "genius" Kyle Abraham returns home to present a trio of work that draws inspiration from jazz and hip-hop to focus on racial injustice.

The Quiet Dance, set to Leonard Bernstein's 'Some Other Time,' is focused on isolation and a withering voice.

Absent Matter looks at race through the lens of those who feel unacknowledged or without value. The original jazz composition is combined with samples from Common, Kanye West and Kendrick Lamar.

Projecting charged images from apartheid-era South Africa to the death of Eric Garner, *The Gettin'* is taut with electric tension. The piece highlights jazz artist Robert Glasper's rendition of Max Roach's work.



Alonzo King LINES Ballet

October 7, 2017

Byham Theater

TIER
8

Space Reservation: 9/13 Artwork Deadline: 9/25

Visionary choreographer Alonzo King has altered the way the world looks at ballet. His astonishingly original work explores new possibilities of form, renewing and transcending traditional technique to create an entirely innovative expression of movement.

The program includes a piece created in collaboration with classical Indian percussion virtuoso Zakir Hussain, resulting in deeply evocative movement. In King's *Shostakovich*, named for the composer, the dancers' tensile strength is pushed to the limit as they revel in the space between harmony and discord.

SEE PAGE 3 FOR TIER PRICING

TIER
8

DEMOGRAPHICS FOR PITTSBURGH DANCE COUNCIL AUDIENCE

Education: % with a Degree or Greater

Dance Council 61.4%

Pittsburgh Average 30.1%

Affluence: % with a Household Income Greater than \$75K

Dance Council 55.6%

Pittsburgh Average 34.6%

Homeowners: % of Homeowners

Dance Council 79.2%

Pittsburgh Average 71.1%

Grupo Corpo & DIAVOLO Combination Book

January 17, 2018 & February 17, 2018
Byham Theater

TIER
7

Space Reservation: 12/20 Artwork Deadline: 1/8

Grupo Corpo

by Jose Luiz Pederneiras

Suíte Branca, Dança Sinfônica

January 17, 2018

Brazilian dance company Grupo Corpo is among the most renowned companies in the world. Twenty-one sensational dancers fuse Afro-Brazilian forms like samba, bossa nova, and capoeira with classical technique and modern dance.

Featuring their first collaboration with famed Brazilian rock artist Samuel Rosa, the company begins writing a new story in *Suíte Branca*.

The score is created especially for the company by Marco Antônio Guimarães and recorded by the 90-member Philharmonic Orchestra of Minas Gerais, Brazil.



DIAVOLO | Architecture in Motion

L.O.S.T. (Passenger, Cubicle)

February 17, 2018

DIAVOLO | Architecture in Motion uses dance to explore the relationship between the human body and its architectural environment.

LOST (Losing One's Self Temporarily) is comprised of two pieces. In *Passenger*, the dancers reckon with themes of journey and transition on and around a giant morphing staircase with multiple doors, passageways, and shifting surfaces. Within a system of heavy wooden boxes, *Cubicle* explores the human condition under cramped and monotonous workday reality, exposing an underlying counterbalance of freedom and anarchy.



PASSENGER
by Geoge Simian

Wang Ramirez Company & BodyTraffic Combination Book

March 7, 2018 & April 14, 2018
Byham Theater

TIER
7

Space Reservation: 2/14 Artwork Deadline: 2/26

Wang Ramirez Company - Borderline

March 7, 2018

French-Hispanic-Korean couple Sébastien Ramirez and Honji Wang are renowned for their emotional and powerful blend of hip hop dance and contemporary movement.

Borderline explores a weight game of constraint and freedom reflecting the realities of living together in our society. Attached to cables within a rigging system, the personal liberty of each dancer is challenged as only one can move forward. The rigging also allows the freedom to explore movement without the restriction of gravity, evoking weightlessness like that in the world of martial arts films.



Frank Szafinski

BodyTraffic

Dust, o2Joy, Private Games

April 14, 2018

Named "the company of the future" by The Joyce Theater Foundation, *BodyTraffic* is internationally recognized for their flawless talent.

Dust, with choreography and music by Hofesh Shechter, takes a dark look at the power and commercialism that steer today's society and asks us to question what is important.

o2Joy is an expression of sheer exuberance through great American jazz and playful, contemporary dance. Choreographer Richard Siegal's work is peppered with syncopated hip-hop and drenched in light-hearted humor.

Finally, the company's newest work, *Private Games* by Anton Lackey, uses dynamic movement and penetrating imagery to bring the audience into a mysterious and explosive world.



BODYTRAFFIC
by Rory Doyle

The Cohen & Grigsby Trust Presents Series brings a diverse array of entertainment from live music to uproarious comedy to literary luminaries and world-famous artists, offering a great mix of performances with something for everyone.

BLACK VIOLIN

October 13, 2017
Byham Theater



Space Reservation: 9/20 Artwork Deadline: 10/2

Black Violin, featuring American string instrumentalists Kev Marcus and Wil B, is the blend of classical, hip-hop, rock, R&B, and bluegrass music. Live, Kev and Wil are accompanied by their incredible band, featuring ace turntable whiz DJ SPS and a drummer. Named one of the hottest bands at South by Southwest®, *Black Violin* combines a daunting array of musical styles and influences to produce a signature sound that is not quite maestro and not quite emcee. This group of two classically trained violinists and their DJ is redefining the music world – one string at a time.



GANDINI JUGGLING IN 4 X 4: EPHEMERAL ARCHITECTURES

November 4, 2017
Byham Theater



Space Reservation: 10/11 Artwork Deadline: 10/23

The sensational Gandini Juggling group explores the connection between juggling and dance, as four jugglers and four dancers take the stage together for the first time. *4 x 4* traces pathways in space using patterns and mathematics as a foundation. This fleeting journey through time and space showcases a unique dialogue between jugglers and dancers, directed by world-renowned juggler Sean Gandini and choreographed by Royal Ballet dancer Ludovic Ondiviela.

FLIP FABRIQUE IN CATCH ME!

October 17, 2017
Byham Theater



**Space Reservation: 9/27
Artwork Deadline: 10/9**

Join Flip FabriQue, a Quebec-based troupe of six young acrobats, for their stunning, gravity-defying performance of *Catch Me!* In addition to showcasing Flip FabriQue's incredible acrobatic technical abilities, *Catch Me!* is a fast-paced, innovative circus show that incorporates hula hoops, folding chairs, and a one-of-a-kind trampo-wall. This crowd-pleasing cirque sensation is a fearless and lively treat for adults and children alike.





IRMA THOMAS, THE BLIND BOYS OF ALABAMA & THE PRESERVATION HALL LEGACY QUINTET

November 8, 2017
Byham Theater



Space Reservation: 10/18 Artwork Deadline: 10/30

Preservation Hall is the musical heartbeat of New Orleans. Combine this group of long-time performers from the venerable concert hall with “Soul Queen” Irma Thomas and the spiritual authority of The Blind Boys of Alabama for an incredible evening of music. Grammy Award®-winning Irma Thomas is New Orleans musical royalty. Six-time Grammy Award®-winners The Blind Boys of Alabama are living legends and modern-day innovators. The Preservation Hall Legacy Quintet represents a tradition that started in 1961, when Preservation Hall opened in the French Quarter. Touring together for the first time, *The Heart and Soul Queen of New Orleans* featuring Irma Thomas, The Blind Boys of Alabama, and The Preservation Legacy Quintet will treat audiences to a special evening of musical collaboration.

CAPITOL STEPS

November 5, 2017
Byham Theater



Space Reservation: 10/11 Artwork Deadline: 10/23

Pennsylvania Avenue meets Broadway in a satirical revue set to the music of classic pop hits and show tunes. The Capitol Steps poke fun at all sides and have earned bipartisan support. Watch them take the governing class to task with wit and glee!

DEMOGRAPHICS FOR COHEN & GRIGSBY TRUST PRESENTS SERIES AUDIENCE

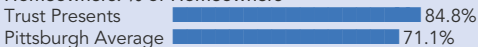
Education: % with a Degree or Greater



Affluence: % with a Household Income Greater than \$75K



Homeowners: % of Homeowners



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A CHARLIE BROWN CHRISTMAS

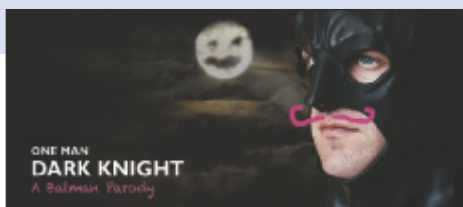
November 24, 2017
Byham Theater



Space Reservation: 11/1 Artwork Deadline: 11/13

A *Charlie Brown Christmas*, the Emmy® and Peabody Award-winning story by Charles M. Schulz, has warmed the hearts of millions of fans since it first aired on television over 50 years ago. Now, the classic animated television special comes to life in this faithful stage adaptation featuring all of your favorite characters and classic Vince Guaraldi score. Join Charlie Brown, Snoopy, Lucy, Linus, and the rest of the Peanuts gang as they rehearse a play, save a tree, and uncover the true meaning of Christmas.

SEE PAGE 3 FOR TIER PRICING



CHARLES ROSS IN ONE MAN DARK KNIGHT: A BATMAN PARODY

January 13, 2018
Byham Theater



Space Reservation: 12/20 Artwork Deadline: 1/2

Why so serious? From the madman behind *One Man Star-Wars* and *One Man Lord of the Rings* comes an irreverent parody and homage to the Dark Knight Trilogy. Two-faced super-nerd Charles Ross lovingly tears Christopher Nolan's masterpiece a new one in his new *One Man Dark Knight: A Batman Parody*. Ross takes you on a comedic joyride, from Batman's origins to his epic battles against Gotham's super-villains. Hold onto your utility belt!

EMERGENCY BY DANIEL BEATY

January 26, 2018
August Wilson Center



**Space Reservation: 1/8
Artwork Deadline: 1/17**



A slave ship emerges in front of the Statue of Liberty, sending NYC into a whirlwind of emotion and exploration in this explosive solo tour de force featuring slam poetry, multi-character transformation, and song. Daniel Beaty portrays a cast of 40 characters including a homeless man, a scientist, a Republican business executive, a street vendor, and an 11-year old boy from the projects, who all respond to the unexpected phenomenon. Through each character's individual response to this surreal happening and their varied testimonies on identity and personal freedom, *Emergency* weaves a stirring commentary on what it is to be human and the longing to be free.

HOLLYWOOD SPECIAL EFFECTS SHOW

February 5, 2018 **TIER 8**
Byham Theater

Space Reservation: 1/15
Artwork Deadline: 1/24

Get closer to the action than ever before as this interactive and explosive family show takes you behind the scenes of your favorite films to discover the science and secrets of creating movie magic. Join the team of professionals behind the special effects in productions like *The Dark Knight Rises*, *Guardians of The Galaxy*, *Phantom of the Opera*, and *Game of Thrones* for a revealing insight into the world of special effects. Feel the heat from an onstage inferno, marvel at gruesome sci-fi monsters, be blown away by apocalyptic weather, and hold on tight through huge explosions!



MUSICAL THRONES: A PARODY

February 8, 2018 **TIER 8**
Byham Theater

Space Reservation: 1/17
Artwork Deadline: 1/29

Fans of the most talked-about show on television can now get their fantasy fix live on stage with the hilarious *Musical Thrones: A Parody*. Musical Thrones brings your most beloved and be-hated characters to life as you journey through all six seasons of the Emmy Award®-winning *Game of Thrones* series. *Musical Thrones: A Parody* transports you to *Thrones'* magical locations where bloodthirsty musical theater comics leave no joke unturned in serving up the hit show's notorious violence, power struggles, manipulation, and sex – plus (worst yet), a ballad or two.



BOLLYWOOD BOULEVARD: A JOURNEY THROUGH HINDI CINEMA

February 6, 2018 **TIER 8**
Byham Theater

Space Reservation: 1/10 **Artwork Deadline: 1/22**

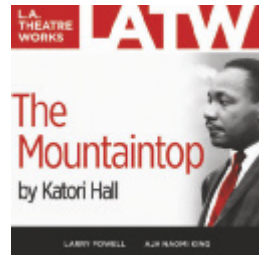
The artistry of Hindi cinema comes alive during this exuberant stage show that fuses live music, dance, and imagery that will thrill lifelong fans and novices alike. Join a passionate group of performers as they trace the evolution of Bollywood, from black-and-white classics to colorful blockbusters, and bring the spirit and romance of India's grand palaces, mountain istas, and sweeping mustard fields to *Damrosch Park*.

LA THEATREWORKS IN THE MOUNTAINTOP

February 17, 2018 **TIER 8**
August Wilson Center

Space Reservation: 1/24 **Artwork Deadline: 2/5**

April 3, 1968. Martin Luther King, Jr. returns to Memphis' Lorraine Motel after delivering his famous "mountaintop" speech. There he is visited by a spirited young maid who challenges him to come to terms with his life's unfinished business. This breathtaking re-imagining of the last night of one of America's greatest heroes achieves what only theater can do – it brings Dr. King to immediate, spontaneously felt life. And in his presence, as embodied by beloved resident actor Joe Wilson, Jr., audiences get to experience, understand, and appreciate the whole man. Winner of England's Olivier Award® for Best Play, a hit on Broadway, and now one of the most produced plays in America.



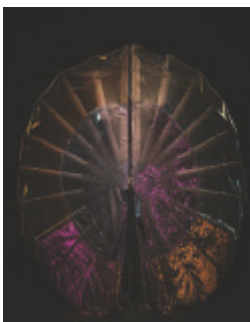
MUMMENSCHANZ IN
YOU & ME

TIER
8

April 4, 2018
Byham Theater

Space Reservation: 3/14
Artwork Deadline: 3/26

Swiss-based theater troupe Mummenschanz pioneered a new form of visual theater that has dazzled audiences worldwide for over 45 years. Creating a playful yet compelling experience through the inventive use of shadow, light, and creative manipulation of objects, Mummenschanz offers timeless insight on the human condition. In its new show *You & Me*, Mummenschanz brings to life the large-scale masks you've grown to love while reviving a historic tradition of acrobatics.



SEE PAGE 3 FOR TIER PRICING

TIER

WATCH FOR
ADDITIONAL
COHEN & GRIGSBY
TRUST PRESENTS
SHOWS TO
BE ADDED
THROUGHOUT
THE SEASON.



POSTSECRET: THE SHOW

April 6, 2018
Byham Theater

TIER
8

Space Reservation: 3/14 Artwork Deadline: 3/26

PostSecret: The Show is an immersive, poignant journey through the humor and humanity of the personal stories we keep to ourselves and on rare occasions, share with others. Projected images, videos, three actors, and a guitarist guide the audience through crowd-sourced narratives, revealing the true stories behind the secrets. See the hopeful, shocking, and painful secrets that brought hundreds of millions to the *PostSecret* blog, became six best-selling books, and are currently in a Smithsonian art exhibition.



WILD KRATTS – LIVE!

April 14, 2018
The Benedum Center

TIER
7



Space Reservation: 3/21 Artwork Deadline: 4/2

Wild Kratts – Live! is an all-new theatrical stage show based on the Emmy®-nominated, #1 animated television series *Wild Kratts*. The Wild Kratts receive a message from Koki, Jimmy, and Aviva that Zach and his Zachbots are invading the Tortuga. This villain steals one of the brother's favorite inventions, and they've got to get it back! Now with amazing animal abilities, they go to confront the bumbling and comical villain and his robots.

SOUL SESSIONS

For the third year in a row, Soul Sessions features an exclusive assortment of Neo-Soul, Classic R&B and Hip-Hop live at the August Wilson Center. Performances are the exclusive choice of those in the know and targets a demographic that ranges from age 35 to 55. The series begins August 2017 and runs through May 2018.

BILAL

TIER
8

August 4, 2017
August Wilson Center

Space Reservation: 7/12
Artwork Deadline: 7/24



Billboard chart topping artist Bilal has set himself apart from other neo-soul recording artists with his smooth and unique singing voice. The Philadelphia native has had a two-decade long career entertaining audiences around the world with thoughtful and distinctive performances. He's also been a featured artist on songs by Beyoncé, Kendrick Lamar, The Roots (The Tonight Show with Jimmy Fallon's house band) and Jay Z.

ERIC ROBERSON

TIER
8

February 14, 2018
August Wilson Center

Space Reservation: 1/24
Artwork Deadline: 2/5



Singer, songwriter and producer Eric Roberson brings his eclectic grooves and his unique blend of funk and hip-hop to the August Wilson Center. Roberson was nominated for a Grammy Award for Best Urban/Alternative in both 2010 and 2011. He's collaborated with the likes of Will Smith, Jill Scott and Carl Thomas. Roberson is one of the few independent artists in the business that gets heavy radio and digital rotation.



RESERVE
YOUR SPOT
TODAY
for additional
FALL and SPRING

SOUL
SESSIONS
PERFORMANCES!

SOUL SESSIONS

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For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org

CULTURAL TRUST CABARET SERIES

The Trust Cabaret series, a programming division of the Pittsburgh Cultural Trust, invites audiences to experience the finest cabaret artists up close and personal at the intimate Cabaret at Theater Square. The world class artists in this series provide a unique experience by drawing upon their storied histories as entertainers. The Pittsburgh Cultural Trust gratefully acknowledges the Benter Foundation and Richard E. Rauh for their generous support of the Trust Cabaret series, which is arranged in cooperation with rj productions.

KELLI O'HARA SEASON SPECIAL

TIER
8

September 25, 2017
August Wilson Center

Space Reservation: 9/5
Artwork Deadline: 9/13



Kelli O'Hara has unequivocally established herself as one of Broadway's great leading ladies. Her portrayal of Anna Leonowens in the critically acclaimed revival of *The King and I* recently garnered her the 2015 Tony Award® for Best Leading Actress in a Musical, along with Drama League and Outer Critics nominations. In addition, in 2015 she opened in Broadway's musical adaptation of *The Bridges of Madison County*. Her performance of Francesca earned her nominations for a Tony®, Drama Desk, Drama League, and Outer Critics Circle Award for Best Leading Actress in a Musical. Recently, she joined Showtime's *Masters of Sex*, completed shooting the upcoming series *The Accidental Wolf*, and can be seen in on CBS All Access' *The Good Fight*.

DEMOGRAPHICS FOR TRUST CABARET SERIES AUDIENCE

Education: % with a Degree or Greater

Trust Presents 65.3%
Pittsburgh Average 30.1%

Affluence: % with a Household Income Greater than \$75K

Trust Presents 59%
Pittsburgh Average 34.6%

Homeowners: % of Homeowners

Trust Presents 90%
Pittsburgh Average 71.1%

The Trust Cabaret will be kicking off its 2017-18 season with a special performance by Kelli O'Hara at the August Wilson Center. This season special will have its own program booklet. As for the remaining Trust Cabaret season, there will be one program book combining all other five productions. Any ads placed in this combination book will be seen at all five productions throughout the season which runs October 2017 through April 2018.

TRUST CABARET SERIES COMBINATION BOOK

October 16, 2017 through April 16, 2018
Cabaret at Theater Square

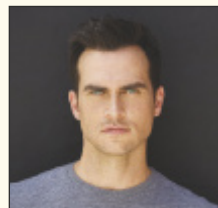
Space Reservation: 9/20
Artwork Deadline: 10/2

TIER
7

CHEYENNE JACKSON

October 16, 2017

Cheyenne Jackson is a Grammy-nominated actor, singer, and songwriter who can most recently be seen in FX's *American Horror Story*. He finished a critically acclaimed run of *The Most Happy Fella* in New York City in 2014. In the fall of 2012, he starred on Broadway in David West Read's play *The Performers*. On and off Broadway, Jackson has starred in *8*, *Finian's Rainbow* (Drama Desk nomination), *Damn Yankees*, *Xanadu* (Drama League and Drama Desk nominations), *All Shook Up* (Theater World Award, Drama League, Outer Critics Circle nominations), the premiere cast of *Altar Boyz*, *Aida*, *Thoroughly Modern Millie*, *On the 20th Century*, and *The 24 Hour Plays*. For his self-penned album, *I'm Blue*, *Skies*, Jackson collaborated with Sia, Stevie Aiello, and Charlotte Sometimes.



For tickets call 412-456-6666; visit the Box Office at Theater Square or online at TrustArts.org or CulturalDistrict.org

LUCIE ARNAZ

"An Evening with Lucie Arnaz"

November 13, 2017

Lucie Arnaz has had an extremely diversified career spanning over forty-five years in show business. She has starred on Broadway in *They're Playing Our Song* (Theatre World, LA Drama Critics and Outer Critics Circle Awards), *Lost in Yonkers*, *Dirty Rotten Scoundrels* and *Pippin*.



On television credits include *The Lucie Arnaz Show*, *Sons and Daughters*, and six seasons of the *Here's Lucy* show (co-starring with her mother, Lucille Ball); on the big screen in *The Jazz Singer*, (Golden Globe nomination), *Down to You*, and *Second Thoughts*, among others. Lucie performed the opening number on the Academy Awards (1981) and at The White House several times. She Executive Produced the *I Love Lucy 50th Anniversary Special* (Emmy nomination) and *Lucy & Desi: A Home Movie* (Emmy winner, 1993).

MARIN MAZZIE & JASON DANIELEY

"Broadway & Beyond"

February 12, 2018

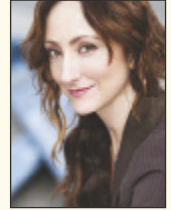
Marin Mazzie and Jason Danieley, "Broadway's Golden Couple" (S.F. Chronicle), present songs from both the "Great White Way" and the *Great American Songbook*. Performing songs they introduced on Broadway in roles they originated; *Ragtime*, *Passion, Kiss Me, Kate* (revival of course), *The Full Monty*, *Curtains*, *The Visit*, as well as popular standards from their many TV appearances, cabaret, concert hall and symphony performances around the world.



CARMEN CUSACK

March 12, 2018

Carmen Cusack just concluded her critically acclaimed and Tony®-nominated starring role as Alice Murphy in Steve Martin and Edie Brickell's Broadway musical, *Bright Star*. It was her first Broadway role. Carmen has starred in the Chicago premiere of *The First Wives Club: The Musical*, and she received a Jeff Award nomination for her portrayal of Dot/Marie in *Sunday In The Park With George* at the Chicago Shakespeare Theater. She starred in the world premiere of *Bright Star* at the Old Globe, followed by a run at Kennedy Center for which she was nominated for a Helen Hayes Award. She played Nellie Forbush in Lincoln Center's national tour of *South Pacific*, for which she also received a Helen Hayes nomination, and Elphaba in the first US national tour and Melbourne, Australia productions of *Wicked*.



LACHANZE

April 16, 2018

LaChanze, a Tony Award®-winning actress and concert star of *The Color Purple*, *If/Then*, *Once On This Island* and more – performs her electric new concert *Feeling Good*, a peek into her life through song. She uses Jazz, Rock and Soul, along with contemporary Broadway compositions to take you through her journey. When *Feeling Good* had its world premiere at Washington DC's Kennedy Center last year, *BroadwayWorld.com* praised "her ability to deliver exceptional vocals mixed with authentic emotions. Add to that her charm, seemingly natural ability to draw the audience in as if the event is an intimate music sharing experience among friends." LaChanze has been hailed as "magnetic" by *The New York Times*, "irresistible" by *The Washington Post*, "dazzling" by *Variety* and "bright and ebullient" by *The Los Angeles Times*.



SEE PAGE 3 FOR TIER PRICING

TIER

TrustArts.org

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org

PITTSBURGH OPERA

Pittsburgh Opera enriches Pittsburgh and the tri-state area and draws national and international attention to the region by:

- Creating live opera at the highest standards of artistic excellence
- Making opera accessible to a diverse audience
- Developing young singers into tomorrow's artists
- Ensuring the future through responsible fiscal management

This season, our 79th, offers a world premiere as well as two operas never before seen in Pennsylvania.



TOSCA

October 7 – 15, 2017
Benedum Center

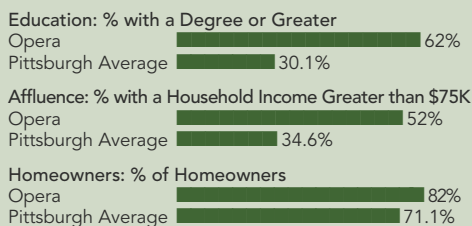


Space Reservation: 9/13 Artwork Deadline: 9/25

Set in Rome, and taking place over the course of 24 hours in June of 1800, Puccini's **Tosca** is the ultimate in opera melodrama. **Tosca** combines political intrigue, love, loyalty, betrayal and murder with powerful music to create an unforgettable operatic experience.

Police chief Scarpia is hunting escaped political prisoner Cesare Angelotti. Angelotti is aided by artist Mario Cavaradossi, who is dating beautiful opera star Floria Tosca. Scarpia imprisons and tortures Cavaradossi to force Tosca to reveal Angelotti's hiding place, and has even more sadistic intentions as well. Will Tosca submit? Will Scarpia keep his end of the bargain? See for yourself why **Tosca** is one of the most powerful operas ever written.

DEMOGRAPHICS FOR OPERA AUDIENCE



PITTSBURGH
OPERA

For tickets call 412-456-6666; visit the Box Office at Theater Square or online at pittsburghopera.org or CulturalDistrict.org



Pittsburgh Opera audience



THE MARRIAGE OF FIGARO

November 4 – 12, 2017
Benedum Center

TIER
5

Space Reservation: 10/1 Artwork Deadline: 10/23

Mozart's *The Marriage of Figaro* is one of the most popular comic operas of all time. Filled with amusing cases of mistaken identity and romantic subterfuge, plus music by a Mozart at the height of his powers, *The Marriage of Figaro* has stood the test of time for centuries.

Figaro is in love with the Countess's servant Susanna, who he plans to wed that very day. However, their employer Count Almaviva has his eye on Susanna. In fact, the Count intends to invoke the hated feudal practice of *droit de seigneur*—the infamous right of the lord to sleep with a commoner's bride on her wedding night.

Figaro, Susanna, and the Countess are understandably outraged at this possibility, and are determined not only to prevent it, but to teach the Count a lesson while they're at it.

SEE PAGE 3 FOR TIER PRICING

TIER

pittsburghopera.org

Programs, artists and dates
are subject to change.

For advertising information call 412-471-1497 or email
advertising@culturaldistrict.org or visit CulturalDistrict.org



THE LONG WALK

January 20 – 28, 2018
Pittsburgh CAPA Theater



Space Reservation: 12/20 Artwork Deadline: 1/8

Pittsburgh Opera brings a gripping, contemporary American opera to the Pittsburgh CAPA Theater in Jeremy Howard Beck's **The Long Walk**. The opera is a deeply personal exploration of a soldier's return from Iraq where he served as an officer in an Explosive Ordnance Disposal unit and his battle with what he calls "the Crazy" as he tries to reintegrate into his family life.

'The long walk' is the term for when a bomb disposal expert puts on their bomb suit and walks, alone, towards an Improvised Explosive Device (IED) which they must disarm. However, it also refers to the struggle to re-integrate back into your own life upon returning to the United States, a struggle which Castner shares with brutal honesty.



ASHES & SNOW

February 17 – 25, 2018
Pittsburgh Opera Headquarters



Space Reservation: 1/24 Artwork Deadline: 2/5

Pittsburgh Opera is proud to produce its second world premiere in two years. **Ashes & Snow**, composed by Douglas J. Cuomo, is based on Wilhelm Müller's 24 poem cycle used as the text for Franz Schubert's famous *Winterreise*.

Set in the present day in a run-down motel room in American desert, the protagonist must confront his demons and face up to everything he has done, and all he has lost, in his life. He is searching for forgiveness, enlightenment and atonement. Musically, three on-stage musicians will be playing an electric guitar, trumpet, and keyboards, with electronic sound effects. The musical style is 21st century art-song, infused with acid jazz and punk energy, to create a very raw and emotional experience.



MOBY-DICK

March 17 – 25, 2018
Benedum Center

TIER
5

Space Reservation: 2/21 Artwork Deadline: 3/5

Pittsburgh Opera is very proud to announce the Pittsburgh premiere of Jake Heggie's critically-acclaimed opera **Moby-Dick**.

The opera is based on the famous novel of the same name by Herman Melville, about Captain Ahab's megalomaniacal pursuit of a legendary white whale in his ship the *Pequod*.

Moby-Dick the opera premiered in Dallas in 2010. It has since been performed across the country in Washington, DC, San Francisco, and Los Angeles, as well as overseas.

Moby-Dick has earned rave reviews, and we felt that Pittsburghers deserved the opportunity to see this tragic tale about the price of obsession, especially after the major impact Heggie's *Dead Man Walking* had here over ten years ago.

THE ELIXIR OF LOVE

April 21 – 29, 2018
Benedum Center

TIER
5

Space Reservation: 3/28 Artwork Deadline: 4/9

Pittsburgh Opera concludes the 2017-18 season with Donizetti's *L'elisir d'Amore—The Elixir Of Love*, a comedy about a traveling medicine show huckster who claims to possess a love potion.

The story concerns a "little nobody" named Nemorino. Nemorino is smitten with the beautiful and wealthy Adina, who appears to be completely out of his league. His prospects are further diminished when the handsome and dashing Sergeant Belcore arrives. But when Doctor Dulcamara rolls into town and sells Nemorino a bottle of his dubious Elixir of Love, things get very interesting.

pittsburghopera.org

Programs, artists and dates are subject to change.

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GREAT. BIG. PLAYS.

The six-play subscription series and two special events at The Public during 2017-2018 have been programmed by Producing Artistic Director Ted Pappas as his Grand Finale Season. After 18 years leading the company, Mr. Pappas will depart in August, 2018. He describes this lineup as the ultimate Pittsburgh Public Theater season: gorgeous, gigantic, and phenomenally entertaining. Renowned for the high quality of its professional productions, The Public offers more than 240 performances a year in the O'Reilly Theater. Located in the heart of Downtown's Cultural District, The Public's productions draw 90,000 patrons annually.



September 28 – October 29, 2017

By Peter Shaffer.

Directed by Ted Pappas



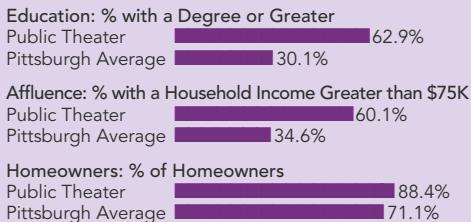
Space Reservation: 8/30 Artwork Deadline: 9/11

One of the most sensational plays in Broadway history, *Equus* is now a modern classic. It tells the story of Alan Strang, a teenage stable hand who commits a horrific crime, and Martin Dysart, the psychiatrist who struggles to exorcise the boy's demons. Featuring a cast of 14, *Equus* is a stunning tour-de-force in which humans double as horses. Winner of the 1975 Tony Award for Best Play. From Peter Shaffer, the author of *Amadeus*.

"Packs a terrific theatrical punch."

– *The Telegraph, London*

DEMOGRAPHICS FOR PUBLIC THEATER AUDIENCE



For tickets call 412-316-1600; visit *The O'Reilly Theater*, the Box Office at Theater Square or online ppt.org or CulturalDistrict.org



November 9 – December 10, 2017

Winner of the 2016 Tony Award for Best Play
 By Stephen Karam.
 Directed by Pamela Berlin



Space Reservation: 10/11 Artwork Deadline: 10/23

Brigid and Richard have moved into a shabby two-floor apartment in New York's Chinatown just in time for Thanksgiving, and her family – mom, dad, sister and grandma – arrives from Scranton, PA to laugh, argue, and eat around the table. But also dished up are fears, real and imagined, experienced by many Americans dealing with life today. Winner of the 2016 Tony Award for Best Play, this uproarious comedy/serious drama is directed by Pamela Berlin (*Clybourne Park, The Diary of Anne Frank, Between Riverside and Crazy*).

"A truly remarkable and exceptionally moving play."

– Chicago Tribune



January 25 – February 25, 2018

Music and Lyrics by
 Stephen Sondheim
 Book by Burt Shevelove and
 Larry Gelbart



Directed & Choreographed by Ted Pappas

Space Reservation: 12/27 Artwork Deadline: 1/8

There will be "Comedy Tonight" and every night during Ted Pappas' hilarious revival of this laugh-filled juggernaut. Set in ancient Rome and overflowing with delicious songs and gorgeous dancing girls, *Forum* is considered by many to be the funniest musical ever created. Winner of the 1962 Tony Award for Best Musical, this sly mix of Broadway and Burlesque is guaranteed to bring down the house. Fasten your togas!

"As timeless as comedy itself."

– The New York Times

SEE PAGE 3 FOR TIER PRICING





March 8 – April 8, 2018

By Simon Stephens.
Directed by Tracy Brigden



Space Reservation: 2/7 Artwork Deadline: 2/19

The boy-meets-girl story gets a facelift when a 40-something free-spirited American woman falls for an inhibited retirement-age Irishman. The play begins when Georgie randomly kisses Alex as he sits alone in a London train station. As her constant energy collides with his stillness, surprising transformations occur in this new play by Simon Stephens, who won the Tony Award for *The Curious Incident of the Dog in the Night-Time*.

“★★★★ Sweet and surprising.”
– *Time Out New York*

April 19 – May 20, 2018

By William Shakespeare.
Directed by Ted Pappas



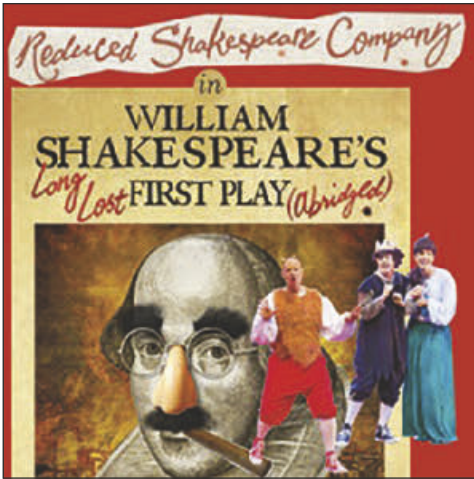
Space Reservation: 3/21 Artwork Deadline: 4/2

A young man encounters the ghost of his slain father in this epic drama. Prince Hamlet feels his life spiraling out of control. His uncle, Claudius, has murdered the king, usurped the crown, and married Gertrude, Hamlet’s mother. Revenge has been ordered by the spirit of the dead monarch, but Hamlet is in turmoil. Fiercely intelligent and wildly passionate, this exploration of love, lust, and grief has enthralled theatergoers for centuries. The greatest play in the English language lives again in a new production on The Public’s stage.



For tickets call 412-316-1600; visit *The O’Reilly Theater*, the Box Office at Theater Square or online ppt.org or CulturalDistrict.org

SPECIAL EVENTS



May 31 – July 1, 2018

Written & Directed
by Reed Martin and Austin Tichenor

TIER
4

Space Reservation: 5/2 Artwork Deadline: 5/14

The Reduced Shakespeare Company returns to wrap up the 2017/2018 season with an all-new, laugh-a-minute “tale told by idiots.” The Bard’s most famous characters, greatest lines, and magnificent speeches are lampooned in a comic smorgasbord that erupts when Puck and Ariel hijack the plot of *The Comedy of Errors*, creating such strange bedfellows as Kate and Beatrice, Hamlet and master motivator Lady Macbeth, and Dromio and Juliet.

“An absolute resolute HOOT of a bawdy comedy of errors.”

– Broadway World



August 25 & 26, 2017

**Space Reservation: 8/9
Artwork Deadline: 8/14**

TIER
7

Beat the heat when Chicago’s legendary comedy troupe returns to The Public for three shows only. Expect hilarious sketch comedy, zany songs, expert timing and rapid-fire riffing from the company that spawned the likes of Tina Fey, Chris Farley, Bill Murray and Keegan-Michael Key.



December 28, 2017 – January 6, 2018

By Gene Collier
Directed by Scott Wise

TIER
6

Space Reservation: 11/29 Artwork Deadline: 12/11

After a triumphant sold-out run at The O’Reilly this past December, Rocky Bleier returns by popular demand for nine shows only. In this inspiring one-man play, he shares the true story that took him from the football field to the battlefield and back – where he helped the Steelers to four Super Bowl victories!

SEE PAGE 3 FOR TIER PRICING

TIER

ppt.org

During the 2017-2018 BNY Mellon Grand Classics season, the Pittsburgh Symphony Orchestra celebrates Manfred Honeck's 10th Anniversary as music director. Along with 20 weekends of world-class orchestral music, the Pittsburgh Symphony will observe this exciting milestone with special guests and delightful surprises.

Book #1 (BNYMGC 1)

September 22 - 24, 2017
Heinz Hall

Saint-Saëns Thundering Organ Symphony

Manfred Honeck, conductor
Christian Tetzlaff, violin

Adams: Lollapalooza
Brahms: Violin Concerto
Saint-Saëns: Symphony No. 3, "Organ"

Space Reservation: 8/30
Artwork Deadline: 9/11



Photo Credit: Felix Broede

TIER
4

DEMOGRAPHICS FOR PSO AUDIENCE

Education: % with a Degree or Greater		
PSO		63.3%
Pittsburgh Average		30.1%
Affluence: % with a Household Income Greater than \$75K		
PSO		54.6%
Pittsburgh Average		34.6%
Homeowners: % of Homeowners		
PSO		82.6%
Pittsburgh Average		71.1%

Book #2 (BNYMGC 2 & 3)

October 6 & 8, 2017
Heinz Hall

Chopin & Rachmaninoff
Christoph König, conductor
Yulianna Avdeeva, piano

Mussorgsky: Scherzo in B Flat Major
Chopin: Piano Concert No. 2 in F minor
Rachmaninoff: Symphony No. 2

October 13 & 15, 2016
Heinz Hall
Shostakovich
Triumphant
Krzysztof Urbanski, conductor
Ray Chen, violin (debut)

Beethoven:
Overture to Egmont
Bruch:
Violin Concerto No. 1
Shostakovich:
Symphony No. 5

Space Reservation: 9/13
Artwork Deadline: 9/25



Photo Credit: Tom Doms

TIER
4

Book #3 (BNYMGC 4 & 5)

October 27 & 29, 2017
Heinz Hall

Beethoven "Eroica"
Manfred Honeck, conductor
Alisa Weilerstein, cello

Weber: Overture to Oberon
Schumann: Cello Concerto
Beethoven: Symphony No. 3, "Eroica"

November 3 & 5, 2016
Heinz Hall

Dohnányi Conducts
Schubert's "Great"
Christoph von Dohnányi, conductor

Bartok: Music for Strings, Percussion & Celestia
Schubert: Symphony No. 8, "The Great"

Space Reservation: 10/2 Artwork Deadline: 10/16



TIER
4

Book #4 (BNYMGC 6)



November 24 & 26, 2017
Heinz Hall

**Thanksgiving
Weekend: Vienna &
Violin Virtuosity**
Manfred Honeck,
conductor
Noa Wildschut,
violin (debut)



Chausson: *Poeme*
Ravel: *Tzigane*
Favorite waltzes
and polkas

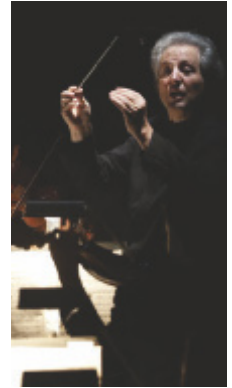
Space Reservation: 11/1
Artwork Deadline: 11/13

Book #6 (BNYMGC 7)



December 2, 2017
Heinz Hall

Handel's Messiah
Manfred Honeck,
conductor
Rachele Gilmore,
soprano (debut)
Alexander Elliott, tenor
Andrey Nemzer, bass
The Mendelssohn Choir
of Pittsburgh (Matthew
Mehaffey, director)
Samuel Helfrich,
stage director



Handel: *Messiah*
Space Reservation: 11/8
Artwork Deadline: 11/20

Photo Credit:
Stephanie Strasburg

Book #5 (BNYMGC 7)



December 1 & 3, 2017
Heinz Hall

Haydn's "Creation"
Manfred Honeck, conductor
Rachele Gilmore, soprano (debut)
Alexander Elliott, baritone
The Mendelssohn Choir of Pittsburgh (Matthew
Mehaffey, director)
Sam Helfrich, stage director



Haydn: *The Creation*, H.
XXI:2

Space Reservation: 11/8
Artwork Deadline: 11/20

SEE PAGE 3 FOR TIER PRICING

PittsburghSymphony.org

Programs, artists and dates
are subject to change.

For advertising information call 412-471-1497 or email
advertising@culturaldistrict.org or visit CulturalDistrict.org

Book #7 (BNYMGC 8)

TIER
6

January 12 & 14, 2018
Heinz Hall

The New Year Begins: The Firebird!

Juanjo Mena, conductor
Lorna McGhee, flute

Debussy: *Printemps*
Ibert: Flute Concerto
Ravel: *Valses Nobles et Sentimentales*
Stravinsky: Suite from *The Firebird* (1919)

Space Reservation: 12/20
Artwork Deadline: 12/29



Photo Credit: Michal Novak

Book #8 (BNYMGC 9 & 10)

TIER
4

January 26 - 28, 2018
Heinz Hall

Rachmaninoff's Second Concerto

Rafael Payare, conductor (debut)
Kirill Gerstein, piano (debut)

Carreno: *Margaritena*
Rachmaninoff: Piano Concerto No. 2
Mahler: Symphony No. 1

February 9-11, 2018
Heinz Hall

Beethoven's Fifth

Osmo Vänskä, conductor
Vilde Frang, violin (debut)

Rautavaara: *A Requiem in Our Time for Brass and Percussion*
Britten: Violin Concerto
Beethoven: Symphony No. 5

Space Reservation: 1/3 **Artwork Deadline: 1/12**



Photo Credit: Marco Borggreve

Book #9 (BNYMGC 11 & 12)

TIER
4

February 23 - 25, 2018
Heinz Hall

Bronfman Plays Beethoven

Manfred Honeck, conductor
Yefim Bronfman, piano

Beethoven: Piano Concerto No. 3
Bruckner: Symphony No. 9

March 2 & 4, 2018
Heinz Hall

Beethoven Concerto Cycle: No. 2
Manfred Honeck, conductor
Benjamin Grosvenor (debut)

Prokofiev: Symphony No. 5
Beethoven: Piano Concerto No. 2
Janáček: Sinfonietta

Space Reservation: 1/31 **Artwork Deadline: 2/12**



Photo Credit: operaomnia



Photo Credit: Joey Kennedy

Book #10 (BNYMGC 13 & 14)

March 16 & 18, 2018

Heinz Hall

Symphonie Fantastique

Robert Spano, conductor

Craig Knox, tuba

Debussy: *Prelude to the Afternoon***Higdon:** Tuba Concerto (PSO commission)**Berlioz:** *Symphonie Fantastique*

March 23 & 25, 2018

Heinz Hall

Regal Classics

Sir Mark Elder, conductor (debut)

Anne Martindale Williams, cello

Elgar: Symphony No. 1**Tchaikovsky:** *Variations on a Rococo Theme* for Cello and Orchestra**Strauss:** *Till Eulenspiegel's Merry Pranks***Space Reservation:** 2/21 **Artwork Deadline:** 3/5Photo Credit:
Benjamin Ealovega**Book #11** (BNYMGC 15 & 16)

April 6 & 8, 2018

Heinz Hall

Beethoven Concerto Cycle: No. 1

Jan Lisiecki, violin (debut)

Beethoven: Piano Concerto No. 1**Suk:** Symphony No. 2 in C Minor, "Asrael"

April 20 – 22, 2018

Heinz Hall

Tchaikovsky Violin Concerto

Manfred Honeck, conductor

James Ehnes, violin

Stucky: *Silent Spring* (PSO commission)**Tchaikovsky:** Violin Concerto**Brahms:** Symphony No. 4**Space Reservation:** 3/14 **Artwork Deadline:** 3/26Photo Credit:
Mathias Bothor**Book #12** (BNYMGC 17)

April 27-30, 2018

Heinz Hall

Verdi's Requiem

Manfred Honeck, conductor

The Mendelssohn Choir of Pittsburgh (Matthew Mehaffey, director)

Verdi: *Requiem***Space Reservation:** 4/4**Artwork Deadline:** 4/16

Book #13 (BNYMGC 18 & 19)

May 18 & 20, 2018
Heinz Hall

Augustin Hadelich Returns

Christian Măcelaru, conductor (debut)
Augustin Hadelich, violin

Enescu: Romanian Rhapsody #1

Dvořák: Violin Concerto

Copland: Symphony No. 3

June 8 & 10, 2018
Heinz Hall

Beethoven Concerto

Cycle: No. 4

Manfred Honeck, conductor
Igor Levit, piano (debut)

Beethoven: Piano Concerto No. 4

Liszt: Les Preludes

Wagner: Die Meistersinger von Nürnberg

Space Reservation: 4/25 Artwork Deadline: 5/7

TIER
4



Photo Credit:
Gregor Hohenberg

Book #14 (BNYMGC 20)

June 15 - 17, 2018
Heinz Hall

Ax Plays Beethoven's "Emperor"

Manfred Honeck, conductor
Emanuel Ax, piano
The Mendelssohn Choir of Pittsburgh (Matthew Mahaffey, director)
Paul Appleby, tenor
Children's Choir

Beethoven: Piano

Concerto No. 5, "Emperor"

Berlioz: Te Deum

Space Reservation: 5/23

Artwork Deadline: 6/4

TIER
4

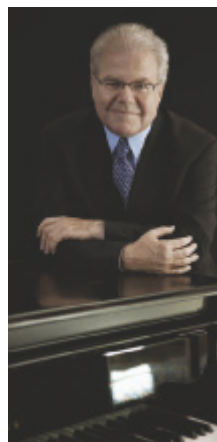


Photo Credit:
Lisa Marie Mazzucco

SEE PAGE 3 FOR TIER PRICING

TIER



PNC Pops concerts have a diverse cast of guest artists, conductors and performers — from sultry singers to doo-wop harmonies to bold Broadway divas — who perform with the Pittsburgh Symphony Orchestra, offering a high-energy seven-concert series filled with an eclectic and dynamic mix of musical genres with broad audience appeal.

PATTI AUSTIN: BEYOND THE AMERICAN SONGBOOK

October 20-22, 2017
Heinz Hall
Lawrence Loh, conductor
Patti Austin, vocalist

Space Reservation: 9/27
Artwork Deadline: 10/9

The season opens with Grammy-winning artist **Patti Austin** who brings her magnificent voice and jazzy style to classic songs from the Great American Songbook — and beyond! Together with Lawrence Loh and the Pittsburgh Symphony Orchestra, Austin will enchant you with music from Irving Berlin, George Gershwin and Duke Ellington, plus her own hit songs “Baby Come to Me,” “How Do You Keep the Music Playing?” and many others.



TIER
5

BERNSTEIN CENTENNIAL CELEBRATION

November 10-12, 2017
Heinz Hall
Pittsburgh Symphony Orchestra Student Chorale
(Christine Hestwood, director)
Alli Mauzey, soprano
Hugh Panaro, tenor

Space Reservation: 10/18
Artwork Deadline: 10/30

Celebrate 100 years of an American icon with the **Bernstein Centennial Celebration**. Leonard Bernstein, a composer, conductor and educator, left an indelible mark on the cultural life of the 20th century and beyond! Featuring guest vocalists Alli Mauzey, Hugh Panaro and the Pittsburgh Symphony Orchestra Student Chorale, directed by Christine Hestwood, this concert will feature highlights from some of Bernstein’s most memorable musical treasures, including *On the Town*, *West Side Story*, *Wonderful Town* and more!



Photo Credit:
Allan Warren

TIER
5

HIGHMARK HOLIDAY POPS

December 8-10 and
December 16-17, 2017
Heinz Hall
Ryan Silverman, tenor
The Mendelssohn Choir of
Pittsburgh (Matthew Mahaffey, director)
And more special guests!

Space Reservation: 11/15
Artwork Deadline: 11/27

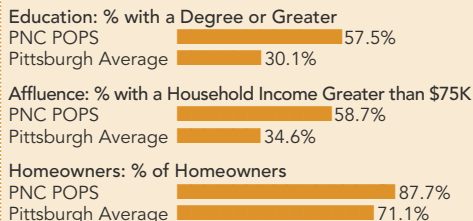
It’s the most wonderful time of the year — **Highmark Holiday Pops** returns with a spectacle of holiday music for the whole family! Classic carols, seasonal orchestral pieces and cherished holiday tunes — along with some fun surprises — will be performed with an all-star cast of guest artists — including Broadway sensation Ryan Silverman, the Mendelssohn Choir of Pittsburgh and Santa Claus too!



TIER
4



DEMOGRAPHICS FOR POPS AUDIENCE



FROM SWING TO ROCK

TIER 5

February 16-18, 2018

Heinz Hall

Dave Bennett, clarinet, guitar, piano and vocals

Space Reservation: 1/24 Artwork Deadline: 2/5

Dave Bennett, a self-taught clarinet virtuoso who plays electric guitar, piano, drums and sings, brings his signature style to Heinz Hall for a musical trip through the decades, from swing era to rock 'n roll, featuring the greatest hits from Benny Goodman, Elvis, Jerry Lee Lewis, Johnny Cash and more!



THE MIDTOWN MEN

TIER 5

April 13-15, 2018

Heinz Hall

Todd Ellison, conductor

The Midtown Men: Christian Hoff, Michael Longoria, Daniel Reichard and J. Robert Spencer, vocals

Space Reservation: 3/21

Artwork Deadline: 4/4

"Oh, What a Night!" when the original cast of the Jersey Boys — Tony Award-winner Christian Hoff, Michael Longoria, Daniel Reichard and Tony Award-nominee J. Robert Spencer, along with guest conductor Todd Ellison — bring the sounds of the 1960s to Heinz Hall with **the Midtown Men**. Songs from The Beatles, The Rascals, The Turtles, Motown and, of course, The Four Seasons will be on our playlist.



LOVE, LUST & ROCK 'N ROLL

TIER 5

May 11-13, 2018

Heinz Hall

Michael Krajewski,

conductor

Storm Large, vocals

Space Reservation: 4/18

Artwork Deadline: 4/30

Storm Large — musician, actor, playwright, author and reality star — brings her sultry style to Heinz Hall, performing the music of Cole Porter, Elton John, Frank Sinatra, Queen and more. Conductor Michael Krajewski leads the Pittsburgh Symphony Orchestra in a unique program, celebrating hits from the '30s to '90s, that will be beautiful, familiar, yet twisted...much like the lady herself!



Photo Credit: Laura Domela

SEE PAGE 3 FOR TIER PRICING

TIER

BROADWAY DIVAS

TIER 5

June 22-24, 2018

Heinz Hall

Jack Everly, conductor

Space Reservation: 5/30 Artwork Deadline: 6/11

The biggest voices of the Great White Way close the 2017-2018 PNC Pops season with "**Broadway Divas**." This concert — led by popular guest conductor Jack Everly — showcases the thrilling, show-stopping power of four larger-than-life Broadway leading ladies...look forward to breathtaking performances of hits from *Les Miserables*, *Dreamgirls*, *Hello Dolly!*, *Chicago* and more!



The Fiddlesticks Family Concert Series introduces children, from the ages of four to eight, to the world of orchestral music. Pre-concert Discovery Adventures in Heinz Hall acquaint children with the theme of the concert through musician meet-and-greets, crafts, stories, dancing, sing-alongs and more. The concerts offer 45 minutes of short musical works in an interactive adventure focused on a particular theme.

25TH FIDDLESTICKS ANNIVERSARY SEASON

PRESENTED BY MACY'S



MUSICAL MASQUERADE

October 21, 2017
Heinz Hall



Space Reservation: 9/27 Artwork Deadline: 10/9

Put on your favorite costume and join the Pittsburgh Symphony Orchestra and Fiddlesticks for a musical Halloween adventure! Hear the magical sounds of *Harry Potter*, *Pirates of the Caribbean* and *Star Wars*, along with the rousing *In the Hall of the Mountain King* and the swirling *Sorcerer's Apprentice*.

CARNIVAL OF THE ANIMALS

February 10, 2018
Heinz Hall



Space Reservation: 1/17 Artwork Deadline: 1/29

Fiddlesticks will introduce you to his favorite animal friends, featuring Camille Saint-Saens' *Carnival of the Animals*. Each movement in this spectacular orchestral work illustrates a different animal, from the royal lion to the graceful swan. Joining the Pittsburgh Symphony onstage is cartoonist Joe Wos, who will be doing live drawings as the orchestra performs.

OUTDOOR OVERTURES

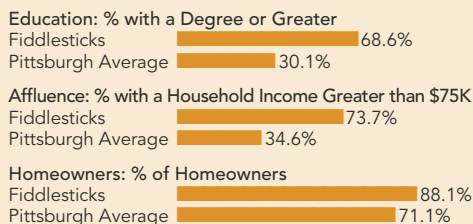
May 12, 2018
Heinz Hall



Space Reservation: 4/18 Artwork Deadline: 4/30

Discover the music of the great outdoors with the Pittsburgh Symphony Orchestra! Travel to the Wild West with Copland's *Hoe Down*, soar with Rimsky-Korsakov's *Flight of the Bumblebee* and journey to the majestic Grand Canyon with Grofe's *Grand Canyon Suite*. Create a live rainstorm inside Heinz Hall with your friends and family. The stars at night are big and bright in this fanciful outdoor adventure!

DEMOGRAPHICS FOR FIDDLESTICKS AUDIENCE



SEE PAGE 3 FOR TIER PRICING



PittsburghSymphony.org

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org

HEINZ HALL SPECIALS

Each year, the Pittsburgh Symphony Orchestra offers orchestral specials. These one-night-only concerts feature a headlining group or guest star performing with the Pittsburgh Symphony Orchestra.

CELTIC THUNDER WITH THE PITTSBURGH SYMPHONY ORCHESTRA

December 12, 2017
Heinz Hall

TIER
7

Space Reservation: 11/22 Artwork Deadline: 12/4

Celtic Thunder's — Damian McGinty, Ryan Kelly, Emmet Cahill, Neil Byrne and Michael O'Dwyer — second symphony tour comes to Heinz Hall, presenting music from its chart-topping Christmas albums in a dynamic musical experience accentuated by a full symphony orchestra.

THE LEGEND OF ZELDA: SYMPHONY OF THE GODDESSES

December 14, 2017
Heinz Hall

TIER
7

Space Reservation: 11/22 Artwork Deadline: 12/4

The Pittsburgh Symphony Orchestra and MGP Live welcome Pittsburgh back to Hyrule when "The Legend of Zelda: Symphony of the Goddesses" returns to Heinz Hall, featuring a new piece from the recently released Breath of the Wild, an all-new movement from Skyward Sword, an updated overture and the return of a classic piece that might just make some wishes come true!



PITTSBURGH JAZZ CELEBRATION

April 30, 2018
Heinz Hall

TIER
7

Space Reservation: 4/4 Artwork Deadline: 4/16

The Pittsburgh Symphony Orchestra and Manchester Craftmen's Guild present a jazz concert at Heinz Hall featuring Pittsburgh's best jazz musicians and the world-class musicians of the Pittsburgh Symphony in a special one-night-only musical celebration.

YO-YO MA WITH THE PITTSBURGH SYMPHONY ORCHESTRA

Manfred Honeck,
conductor
Yo-Yo Ma, cello

June 9, 2018
Heinz Hall

Space Reservation: 5/16
Artwork Deadline: 5/30

A musical giant and one of the most respected artists of the last 50 years, legendary cellist Yo-Yo Ma returns to the Heinz Hall stage for one night only on June 9, 2018. A special friend and collaborator with the Pittsburgh Symphony, Ma joins Music Director Manfred Honeck for a night of unforgettable music-making.



DEMOGRAPHICS FOR HEINZ HALL SPECIALS AUDIENCE

Education: % with a Degree or Greater
Fuse 51.1%
Pittsburgh Average 30.1%

Affluence: % with a Household Income Greater than \$75K
Fuse 56.8%
Pittsburgh Average 34.6%

Homeowners: % of Homeowners
Fuse 84.2%
Pittsburgh Average 71.1%

A graphic illustration of musical notes and stems in various colors (purple, red, orange, yellow) scattered across a white background with wavy lines representing a musical staff. The notes are of various types, including eighth, quarter, and half notes, and some are beamed together.

**OTHER SPECIALS
WILL BE SCHEDULED
THROUGHOUT THE SEASON.**

Pre-Select in all 14 Heinz Hall
Specials and receive a

50% DISCOUNT!

PittsburghSymphony.org

For tickets call 412-392-4900; visit the Heinz Hall Box Office, the Box Office at Theater Square or online at PittsburghSymphony.org or CulturalDistrict.org

Popular music meets classical works in new and innovative ways with the FUSE@PSO series. FUSE@PSO concerts offer a vibrant social atmosphere where concert goers can meet the people making the music. 2018 concert dates to be announced! All performances will be held at Heinz Hall.



RESERVE YOUR SPACE for all 3 FUSE shows in 2018!

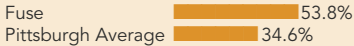


DEMOGRAPHICS FOR FUSE@PSO AUDIENCE

Education: % with a Degree or Greater



Affluence: % with a Household Income Greater than \$75K



Homeowners: % of Homeowners



Programs, artists and dates are subject to change.

For tickets call 412-392-4900; visit the Heinz Hall Box Office, the Box Office at Theater Square or online at PittsburghSymphony.org or CulturalDistrict.org



For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org

YOUR AUDIENCE AWAITS!

Why advertise in the Cultural District?

You'll be in good company. Your program ad shares the excitement of a live arts event. It's visible, attractive.

You'll truly connect with customers. District audiences carry programs home as keepsakes. They're loyal to their arts groups and those that support them. Friends buy from friends.

You can target your audience and solidify your brand. With the extraordinary range of programming, you can have visibility year-round or for specific events or dates.

It's easy and affordable. Just one call to the Cultural District advertising sales office provides custom ad campaigns, multiple ad discounting, and one-contract billing.

Every year, the District attracts more than two million people to over 4,500 events for unforgettable experiences.

Call **412.471.1497** or email **advertising@culturaldistrict.org** today!





ADVERTISING PLANNER

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
AUGUST 2017			
8/4	7/12	Pittsburgh Cultural Trust Presents	Soul Sessions: Bilal
8/25 – 8/26	8/9	Pittsburgh Public Theater	Second City
SEPTEMBER 2017			
9/22 – 9/24	8/30	Pittsburgh Symphony	BNYMGC 1: Saint-Saëns' Thundering Organ Symphony
9/25	9/5	Trust Cabaret Series	Season Special: Kelli O'Hara
9/28 – 10/29	8/30	Pittsburgh Public Theater	Equus
OCTOBER 2017			
TBA	TBA	Pittsburgh Cultural Trust Presents	Fall Soul Sessions: ARTIST AND DATE TO BE ANNOUNCED
10/6 – 10/15	9/13	Pittsburgh Symphony	BNYMGC 2 & 3: Chopin & Rachmaninoff; Shostakovich: Triumphant
10/7	9/13	Pittsburgh Dance Council	Alonzo King LINES
10/7 – 10/15	9/13	Pittsburgh Opera	Tosca
10/12 – 12/17	9/13	CLO Cabaret	Xanadu
10/13	9/20	Pittsburgh Cultural Trust Presents	Black Violin
10/16 – 4/16/18	9/20	Trust Cabaret Series	Cabaret Series Combination Book: Cheyenne Jackson; Lucy Arnaz; Marin Mazie & Jason Danielly; Carmen Cusack; LaChanze
10/17	9/27	Pittsburgh Cultural Trust Presents	Flip Fabrique in Catch Me
10/17 – 10/22	9/27	PNC Broadway	School of Rock
10/20 – 10/22	9/27	Pittsburgh Symphony	Pops # 1 Patti Austin
10/21	9/27	Pittsburgh Symphony	Fiddlesticks # 1 Musical Masquerade
10/27 – 10/29	10/2	Pittsburgh Ballet Theatre	Dracula
10/27 – 11/5	10/2	Pittsburgh Symphony	BNYMGC 4 & 5: Beethoven Eroica, Dohnanyi Conducts Shubert's "Great"
NOVEMBER 2017			
11/4 – 11/12	10/1	Pittsburgh Opera	The Marriage of Figaro
11/4	10/11	Pittsburgh Cultural Trust Presents	Gandini Juggling 4x4 Ephemeral Architectures
11/5	10/11	Pittsburgh Cultural Trust Presents	Capitol Steps
11/8	10/18	Pittsburgh Cultural Trust Presents	Preservation Hall Jazz Band with Irma Thomas
11/9 – 12/10	10/11	Pittsburgh Public Theater	Humans
11/10 - 11	10/18	Pittsburgh Dance Council	Kyle Abraham/Abraham in Motion
11/10 – 11/12	10/18	Pittsburgh Symphony	Pops # 2 Bernstein Centennial Celebration
11/12 – 11/19	10/18	Childrens Theater	Trash Test Dummies
11/14 – 11/19	10/18	PNC Broadway	Color Purple
11/21 – 11/26	10/25	PNC Broadway	Motown
11/24	11/1	Pittsburgh Cultural Trust Presents	A Charlie Brown Christmas
11/24 – 11/26	11/1	Pittsburgh Symphony	BNYMGC 6: Vienna & Violin Virtuosity

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
DECEMBER 2017			
12/1 – 12/27	11/6	Pittsburgh Ballet Theatre	The Nutcracker
12/1 - 12/3	11/8	Pittsburgh Symphony	BNYMGC 7: Haydn's <i>Creation</i>
12/2	11/8	Heinz Hall Specials	Handel's Messiah
12/8 - 12/23	11/15	Pittsburgh CLO	A Musical Christmas Carol
12/8 - 12/17	11/15	Pittsburgh Symphony	Pops # 3 Highmark Holiday Pops
12/12	11/22	Heinz Hall Specials	Celtic Thunder
12/14	11/22	Heinz Hall Specials	Legend of Zelda
12/15 – 12/16	11/22	Childrens Theater - Bridge Series	Water on Mars
12/20 – 12/24	11/22	PNC Broadway	The Grinch Who Stole Christmas
12/28 – 1/6/18	11/29	Pittsburgh Public Theater	Rocky Bleier: The Play
JANUARY 2018			
1/2 – 1/7	12/6	PNC Broadway	Love Never Dies - Phantom Returns
1/7 – 4/16	12/13	Childrens Theater	Combination Book for 2018: SkippyJon Jones Snow What; Circa in Carnival of the Animals; Dragons Love Tacos & Other Stories
1/12 – 1/14	12/20	Pittsburgh Symphony	BNYMGC 8: <i>The Firebird!</i>
1/13	12/20	Pittsburgh Cultural Trust Presents	Charles Ross in One Man Dark Knight: A Batman parody
1/17 & 2/17	12/20	Pittsburgh Dance Council	COMBINATION PROGRAM: Grupo Corpo & Diavolo
TBA	TBA	Pittsburgh Symphony	Fuse # 1
1/20 – 1/28	12/20	Pittsburgh Opera	The Long Walk
1/24 – 2/11	1/3	PNC Broadway	Wicked
1/25 – 4/15	1/3	CLO Cabaret	Up & Away The Astonishing, Amazing, Absolutely True Tale of the Incredible J. Jessup (and his brother)
1/25 – 2/25	12/27	Pittsburgh Public Theater	A Funny Thing Happened on the Way to the Forum
1/26	1/8	Pittsburgh Cultural Trust Presents	Emergency by Daniel Beaty
1/26 – 2/11	1/3	Pittsburgh Symphony	BNYMGC 9 & 10: Rochmaninoff's Second Concerto, Beethoven's Fifth
1/27 – 3/3	1/3	Childrens Theater - Bridge Series	Bridge Series Combination Book: 13 Story Treehouse; Feathers of Fire: A Persian Epic

ADVERTISING PLANNER (cont.)

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
FEBRUARY 2018			
2/5	1/15	Pittsburgh Cultural Trust Presents	Hollywood Special Effects Show
2/6	1/10	Pittsburgh Cultural Trust Presents	Bollywood Boulevard
2/8	1/17	Pittsburgh Cultural Trust Presents	Musical Thrones Parody
2/10	1/17	Pittsburgh Symphony	Fiddlesticks # 2 Carnival of the Animals
2/14	1/24	Pittsburgh Cultural Trust Presents	Soul Sessions; Eric Roberson
2/16 – 2/18	1/24	Pittsburgh Symphony	Pops # 4 From Swing to Rock
2/16 – 2/25	1/24	Pittsburgh Ballet Theatre	Swan Lake
2/17	1/24	Pittsburgh Cultural Trust Presents	LA Theatreworlks in The Mountaintop
2/17 - 2/25	1/24	Pittsburgh Opera	Ashes & Snow
2/23 – 3/4	1/31	Pittsburgh Symphony	BNYMGC 11 & 12: Bronfman Plays Beethoven, Beethoven Concerto Cycle No. 2
2/27 – 3/4	1/31	PNC Broadway	The Bodyguard
MARCH 2018			
3/6 – 3/11	2/7	PNC Broadway	Waitress
3/7 & 4/14	2/14	Pittsburgh Dance Council	COMBINATION PROGRAM: WangRamirez & Body Traffic
3/8 – 4/8	2/7	Pittsburgh Public Theater	Heisenberg
3/16 – 3/25	2/21	Pittsburgh Ballet Theatre	New Works - Mixed Repertory
3/16 – 3/25	2/21	Pittsburgh Symphony	BNYMGC 13 & 14: Symphonie Fantastique!, Regal Classics
3/17 – 3/25	2/21	Pittsburgh Opera	Moby-Dick
3/27 – 4/1	2/28	PNC Broadway	Rent
TBA	TBA	Pittsburgh Symphony	Fuse # 2
APRIL 2018			
April, 2018	TBD	Pittsburgh CLO	Ticket Back Printing
4/4	3/14	Pittsburgh Cultural Trust Presents	Mummenschanz You & Me
4/6	3/14	Pittsburgh Cultural Trust Presents	Post Secret: The Show
4/6 – 4/22	3/14	Pittsburgh Symphony	BNYMGC 15 & 16: Beethoven Concerto Cycle No. 1; Tchaikovsky Violin Concerto
4/13 - 4/15	3/21	Pittsburgh Symphony	Pops # 5 The Midtown Men
4/14	3/21	Pittsburgh Cultural Trust Presents	Wild Kratts
4/19 – 5/20	3/21	Pittsburgh Public Theater	Hamlet
TBA	TBA	Pittsburgh Cultural Trust Presents	Spring Soul Sessions: ARTIST AND DATE TO BE ANNOUNCED
4/21 – 4/29	3/28	Pittsburgh Opera	The Elixir of Love
4/27 – 4/30	4/4	Pittsburgh Symphony	BNYMGC 17: Verdi's <i>Requiem</i>
4/30	4/4	Heinz Hall Specials	Pittsburgh Jazz Celebration

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
MAY 2018			
5/4 – 5/6	4/11	Pittsburgh Ballet Theatre	West Side Story
5/10 – 8/12	4/18	CLO Cabaret	Perfect Wedding
5/11 – 5/13	4/18	Pittsburgh Symphony	Pops # 6 Love, Lust & Rock N Roll
5/12	4/18	Pittsburgh Symphony	Fiddlesticks # 3 Outdoor Overtures
5/18 – 6/10	4/25	Pittsburgh Symphony	BNY MGC 18 & 19: Augustin Hadelich Returns; Beethoven Concerto Cycle No 4
5/22 – 5/27	4/25	PNC Broadway	Cinderella
5/25-5/26	5/2	Pittsburgh Ballet Theatre	PBT School Spring Performance
5/26	5/2	Pittsburgh CLO	Gene Kelly Awards
5/31 – 7/1	5/2	Pittsburgh Public Theater	Reduced Shakespeare Co. Wm. Shakespeare's Long Lost Play Abridged
JUNE 2018			
6/9	5/16	Heinz Hall Specials	YoYo Ma with Pittsburgh Symphony Orchestra
6/12 – 6/17	5/16	Pittsburgh CLO	CLO Summer Show #1
6/15 – 6/17	5/23	Pittsburgh Symphony	BNYMGC 20: Ax Plays Beethoven's "Emperor"
6/15 – 6/16	5/23	Pittsburgh Cultural Trust Presents	Pgh International Jazz Festival
6/22 – 6/24	5/30	Pittsburgh Symphony	Pops # 7 Broadway Divas
6/22 – 7/1	5/30	Pittsburgh CLO	CLO Summer Show #2
TBA	TBA	Pittsburgh Symphony	Fuse # 3
JULY 2018			
7/6 – 7/15	6/13	Pittsburgh CLO	CLO Summer Show #3
7/15	6/24	Pittsburgh Ballet Theatre	Ticket Back Printing
7/17 – 7/22	6/20	Pittsburgh CLO	CLO Summer Show #4
7/27 – 8/5	7/3	Pittsburgh CLO	CLO Summer Show #5
July, 2018	6/1	Pittsburgh Opera	Ticket Back Printing
AUGUST 2018			
August, 2018	TBD	Pittsburgh Public Theater	PPT Summer Bonus 2018
8/7 – 8/12	7/11	Pittsburgh CLO	CLO Summer Show #6
8/21 – 9/9	8/1	PNC Broadway	Aladdin
SEPTEMBER 2018			
9/6 – 9/30	8/13	CLO Cabaret	Men are From Mars - Women are from Venus Live!

BILLING

Shared Services, a department of the Pittsburgh Cultural Trust, will be responsible for issuing all Program Advertising Contracts for the participating members of Shared Services.



Shared Services will be responsible for invoicing and collection related to program advertising sales.

Invoices will be sent the month following the insertion date with approved credit.

Credit terms extended to advertisers are 30 days net. No Cash or Pre-Payment discounts apply. Pre-Payment may be requested from first time customers. Non-payment, within the terms of the contract, may precipitate cancellation of the balance of the contract at the discretion of Shared Services and late fees may be applied.

Cancellation of any portion of the contract by the advertiser must be received before published space reservation deadlines. Ads cancelled after space reservation deadline date will be billed at 100%.

Payments may be made by check.

**PAYABLE TO:
Shared Services**

**MAIL TO:
Pittsburgh Cultural District
Shared Services Department
803 Liberty Avenue
Pittsburgh PA 15222**

You may prefer to pay by credit card.
Shared Services accepts the following:



Any billing questions may be directed to Elise Clark 412-471-6088 or via email eclark@CulturalDistrict.org

W-9 forms will be provided upon request.

GENERAL INFORMATION

MECHANICAL SPECIFICATIONS FOR 6X9 PROGRAM SIZE

The sizes and mechanical requirements for the programs of the Cultural District organizations are as follows:

Ad Size	Inches (W x L)
Trim	6 x 9
(Final size of program books)	5 15/16 x 9
Bleed (trims 6 x 9)	6 1/4 x 9 1/4
Full Page	5 x 7 7/8
1/2 H	5 x 3 7/8
1/2 V	2 5/16 x 7 7/8
1/4 H	5 x 1 7/8
1/4 V	2 5/16 x 3 3/4

IMPORTANT: Keep Live Matter 1/4" from the head and foot; and 3/8" from gutter and face to avoid trimming off any copy or image you may think is critical to your ad in the final bindery and assembly of the program booklets. See the page drawings provided to insure your ad is presented the way you intended.

Method of Printing: Offset and Digital printing
Screening: Stochastic & Conventional
 200 - 400 line screen

All ad materials must be submitted as electronic files on disk or by email, with all fonts and all high resolution (300 dpi) images included and embedded. **Forward your ads to advertising@culturaldistrict.org.** We are unable to accept ZIP FILES via email. If your file is larger than 20MB including any email text, you will need to upload the file to an FTP site. Visit www.culturaldistrict.org and select the ABOUT tab on the home page, then click on ADVERTISING and scroll down & click the UPLOAD YOUR ARTWORK Link. Follow the instructions for uploading files, or you may use any FTP client that will allow our personnel access for downloading. All logos should be supplied at High Resolution. Black ads must be furnished as black only (not RGB or CMYK). Line art at 150 dpi. PDF files are preferred – make sure they're saved with fonts and logos embedded; full bleed ads should also include 1/4" bleed and crop marks. All ads are subject to publisher's approval. *Note: Use caution when pulling images from the web – many are only 72 dpi and not print quality.*

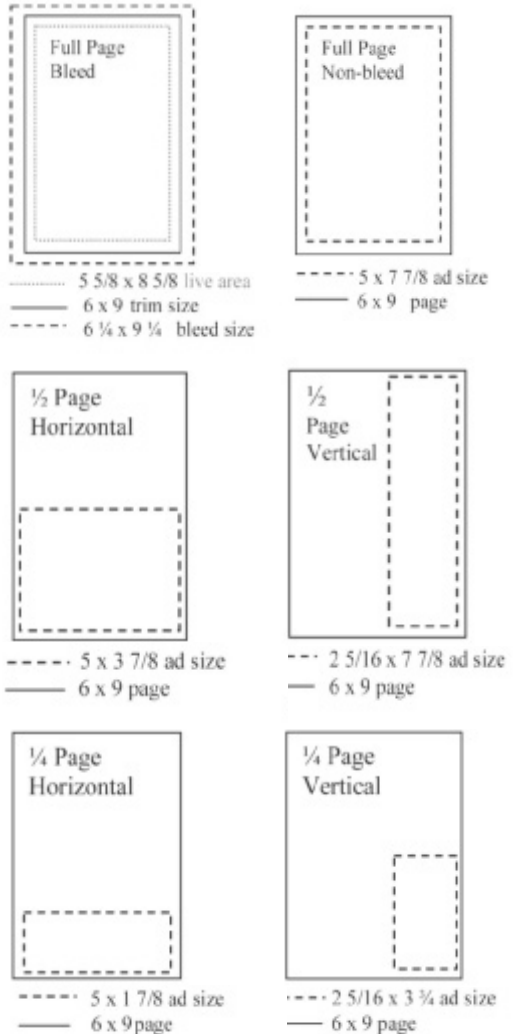
Ad must be formatted to the proper mechanical requirements dictated by contracted size. Any creation or alterations of ad materials will be the responsibility of the advertiser/agency. Shared Services can offer a list of freelance designers you may contract to assist you in bringing your ad materials into compliance with the specifications and mechanical requirements outlined here.



Corrections made at proof stage will be charged at cost when they are the responsibility of the advertiser and/or agency. Ads are to be submitted no later than the artwork deadline date published on the contract. Late charges will be assessed after that date.

A laser proof, PDF or fax of an ad must accompany the electronic file. A contract color proof must be supplied for all full-color ads. 4- Color files are required to be saved as CMYK (not RGB). Shared Services will not be responsible for color shifts on RGB files furnished when our prepress department converts to CMYK, the appearance of customer-supplied images or files less than 300 dpi, nor can we accept responsibility for final color without a supplied contract color proof.

Please send all ads before published deadline date to:
 The Pittsburgh Cultural District, Shared Services Dept
 Program Advertising Sales
 803 Liberty Avenue, Pittsburgh PA 15222
Questions? Call 412-471-1497 Fax: 412-325-0003
Email: advertising@culturaldistrict.org

AD LAYOUT SIZES





“Pittsburgh Cultural District program booklets have impacted our marketing endeavors immensely. We continue to see growth in our young-aged children’s programming, and I believe many prospective families see our ads in Children’s Theater and Symphony Fiddlesticks booklets. These as well as other family-friendly show booklets help us reach a vast audience that I could not market to through traditional advertising. Working with my sales rep is always a pleasure!”

Alicia Danenberg, *Director Chatham University Music and Arts Day Camp.*

“The Cultural District program booklets provide a great opportunity to reach arts enthusiasts and/or high income individuals in a fun environment. Each show attracts a unique audience and we appreciate the professionalism and support the District provides in helping us to recommend specific performances to our clients.”

Gatesman Agency

“Orr’s Jewelers is proud to be a longtime supporter of Pittsburgh’s Cultural District. We know that Cultural District advertising puts our ads directly in the hands of a discerning audience that appreciates our high quality products and regularly purchases them. Cultural District advertising will remain at the core of our advertising plan!”

David Gordon, *Owner – Orr’s Jewelers*



“From a demographic or psychographic standpoint, patrons of the arts are a valuable target audience for us. Advertising in the Cultural District program booklets provides us with great exposure to that audience, but also allows us to feel great about supporting the arts in our region. I consistently hear from our employees and clients when they see our messages in the program. It remains an important part of our advertising strategy.”

Sean Smith, *Owner – Chief Marketing Officer,
Schneider Downs & Co., Inc.*



To schedule your advertising in
Pittsburgh Cultural District programs call **412-471-1497**
or email **advertising@culturaldistrict.org**

