



2019|20

PITTSBURGH CULTURAL DISTRICT

# Advertising Rates



ARTISTIC DIRECTOR TERENCE S. ORR  
PITTSBURGH BALLET THEATRE



## TABLE OF CONTENTS

About the Cultural District.....	1
Cultural District Demographics .....	2
Tier Pricing Guide .....	3
Advertising Opportunities .....	4
August Wilson African American Cultural Center .....	6
Pittsburgh Ballet Theatre	
Pittsburgh Ballet Theatre Company .....	8
Pittsburgh Ballet Theatre School .....	11
Pittsburgh CLO	
A Musical Christmas Carol.....	12
Gene Kelly Awards 2020 .....	13
2020 CLO Summer Season .....	14
Pittsburgh CLO Cabaret.....	15
Pittsburgh Cultural Trust	
PNC Broadway in Pittsburgh .....	16
EQT Bridge Theater Series.....	21
Citizens Bank Children's Theater Series .....	22
Pittsburgh Dance Council.....	24
Trust Cabaret Series .....	26
Cohen & Grigsby Trust Presents Series.....	28
Pittsburgh Opera .....	32
Pittsburgh Public Theater .....	36
Pittsburgh Symphony Orchestra	
BNY Mellon Grand Classics.....	40
PNC Pops .....	46
Fiddlesticks Family Concerts .....	48
Heinz Hall Specials .....	49
Advertising Planner.....	52
Billing .....	56
Ad Specifications .....	Inside Back Cover
(includes ad size layouts and large file transmission guidelines)	



ARTISTIC DIRECTOR TERRENCE S. ORF  
PITTSBURGH BALLET THEATRE



PITTSBURGH  
OPERA



### ICON KEY



Family-Friendly  
Programming



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 some of 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 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

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

### SEATING CAPACITY

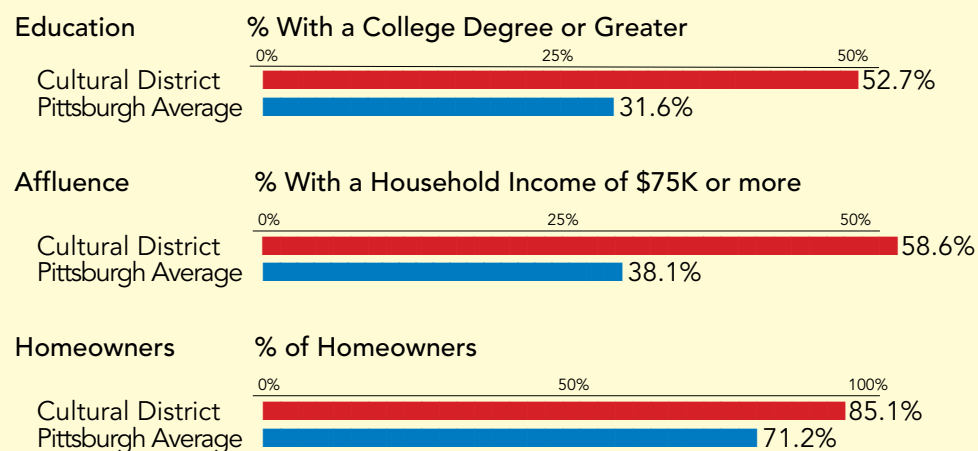
- Benedum Center 2,861
- Heinz Hall 2,661
- Greer Cabaret Theater 250
- Byham Theater 1,313
- O'Reilly Theater 632
- August Wilson Center 486
- CAPA 400
- Opera Headquarters 200

## DISTRICT DEMOGRAPHICS

The top 25 Zip Codes for Cultural District ticket buyers:

15237	15090	15143	15216
15217	15102	15241	15212
15206	16066	15235	15146
15317	15642	15228	15238
15108	15221	15236	15227
15044	15101	15601	15068
			15205

### CULTURAL DISTRICT AUDIENCE DEMOGRAPHICS



Data Sources:  
Analysis – Elliott Marketing Group, Inc.  
Data Demographics – 2019 smART Database - Experian<sup>SM</sup>

## CULTURAL DISTRICT RATE STRUCTURE

The Cultural District makes program book advertising easy, customizable and affordable. Each show is categorized into our tier rate structure determined by the average number of program books to be printed for the run of the show. The tiers will be listed next to the program you are considering.

### TIER PRICING FOR 2019 – 2020 PROGRAM ADVERTISING SEASON

Tier	Full Page	Half Page	Quarter Page	Cover	Insert	Double Truck	Cover Truck	Average Print
<b>Tier 1</b>	\$4000	\$2800	\$1600	\$5200	\$6400	\$8000	\$9200	90,000
<b>Tier 2</b>	\$2700	\$1890	\$1080	\$3510	\$4320	\$5400	\$6210	45,000
<b>Tier 3</b>	\$2200	\$1540	\$880	\$2860	\$3520	\$4400	\$5060	31,500
<b>Tier 4</b>	\$1800	\$1260	\$720	\$2340	\$2880	\$3600	\$4140	22,500
<b>Tier 5</b>	\$1350	\$945	\$540	\$1755	\$2160	\$2700	\$3105	15,000
<b>Tier 6</b>	\$1000	\$700	\$400	\$1300	\$1600	\$2000	\$2300	8,500
<b>Tier 7</b>	\$750	\$525	\$300	\$975	\$1200	\$1500	\$1725	5,000
<b>Tier 8</b>	\$550	\$385	\$220	\$715	\$880	\$1100	\$1265	2,025
<b>Tier 9</b>	\$350	\$245	\$140	\$455	\$560	\$700	\$805	1,000

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



# ADVERTISING OPPORTUNITIES

## PROGRAM ADVERTISING

Our program booklets are viewed by almost one million patrons each year. Your ad will create a lasting impression with theatergoers and in the arts community.

## SEASON TICKET BACKS

Reach District audiences before they make their evening plans and before they take their seats by placing your ad or coupon on the back of the subscriber tickets.

These tickets are customized to the individual arts organization and mailed out at the beginning of the season to all season ticketholders. Net monthly investment varies by organization.

## SPECIAL ADVERTISING INSERTS

Special placement offers advertisers a two-sided 8 1/2 x 11 sheet, folded to 5 1/2 x 8 1/2, to be inserted between printing signatures. This ad will pop out and grab the reader's attention. Net monthly investment varies by organization. Spend a bit more and receive premium placement.



E-mail all artwork to [advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org)

## E-MAIL BLAST ADVERTISEMENTS

Reach 20,000+ patrons that opt in from [CulturalDistrict.org](http://CulturalDistrict.org)

### 2019-2020 E-BLAST SCHEDULE

Sept. 3, 2019	Feb. 17, 2020
Sept. 30, 2019	Mar. 2, 2020
Oct. 14, 2019	Mar. 16, 2020
Nov. 4, 2019	Mar. 30, 2020
Nov. 25, 2019	April 20, 2020
Dec. 2, 2019	May 4, 2020
Jan. 13, 2020	June 1, 2020
Jan. 27, 2020	

Combine the prestige of program advertising with the commanding presence of an Email blast!

### EXCLUSIVE ADVERTISING:

Your ad appears in the body of the E-mail which allows viewers to encounter your ad as they read through the arts and entertainment editorial material.

**INVESTMENT: \$700 (net)**  
per e-blast

**AD SIZE: 570 x 185 jpg**





Named for the Pulitzer-prize winning playwright August Wilson African American Cultural Center (AWAACC) is a multi-purpose venue featuring three art galleries, live performance spaces, meeting areas, and unique educational classrooms for the young and old alike. Designed by renowned architect Allison Williams, the AWAACC is both a visually iconic landmark welcoming visitors to the eastern entrance of the Cultural District and a beacon of cultural excellence for the global arts community.

## HIGHMARK BLUES AND HERITAGE FESTIVAL

September 20-22, 2019

August Wilson African American Cultural Center

Space Reservation: 8/28

Artwork Deadline: 9/9

TIER  
9

### Headliners TBA

The August Wilson African American Cultural Center (AWAACC) presents Highmark Blues and Heritage Festival at the AWAACC and outdoors on Liberty Avenue, downtown Pittsburgh. Poised to attract regional and national audiences, the Highmark Blues and Heritage Festival features music, workshops, lectures, free concerts by local and emerging artists, plus ticketed performances featuring nationally and internationally renowned blues artists. HBHF also features a kick-off party called Taste of Blues wherein local restaurants will provide BBQ inspired samplings of their best dishes. Local and nationally recognized blues musicians will take the stages for intimate and exciting performances to start the festival weekend.



## TRUTHSayers

The TRUTHSayers Lecture Series welcomes esteemed speakers to share a dialogue on issues of history, race, and contemporary social change. Past speakers have shared their expertise in political commentary and poetry/writing. All performances will be equipped with sign language interpreters and braille programs.

### TRUTHSayers: April Ryan

October 17, 2019

August Wilson African American Cultural Center

Space Reservation: 9/25

Artwork Deadline: 10/7

White House Correspondent for American Urban Radio Networks and author of *The Presidency in Black and White* and *Under Fire*, April Ryan has a unique vantage point as the only black female reporter covering urban issues from the White House – a position she has held since the Clinton era. She delivers her readership and listeners (millions of African Americans and close to 300 radio affiliates) a “unique urban and minority perspective in news.” Her position as a White House Correspondent has afforded her unusual insight into the racial sensitivities, issues, and attendant political struggles of our nation’s last presidents. She is one of only three African Americans in the prestigious White House Correspondents Association’s over 100-year history to serve on its board.



## SOUL SESSIONS: DALEY

November 16, 2019

August Wilson African American Cultural Center

Space Reservation: 10/23

Artwork Deadline: 11/4

Daley is a British singer and songwriter, known for his unique brand of alternative-soul and a stand-out voice. His first official single ‘Alone Together’ became a runaway Top 5 R&B radio hit, prompting nods from the Grammys, Soul Train and MOBO awards. Daley’s debut LP ‘Days & Nights’ arrived 2014 to critical acclaim. Varied yet unified, it featured collabs with Pharrell, Illangelo and Andre Harris. Last year Daley released his acclaimed sophomore album ‘The Spectrum’ and features Daley in perhaps his most comfortable styling: melodic, dynamic, and thoughtful. A renewed perspective on love, life and purpose are apparent on ‘The Spectrum’. A soul-baring set, embracing R&B while continuing to push sonic boundaries, his songwriting and vocal abilities.

SEE PAGE 3 FOR TIER PRICING

TIER  
9



## WE WANT THE FUNK FESTIVAL

December 6 & 7, 2019

August Wilson African American Cultural Center

Space Reservation: 11/6

Artwork Deadline: 11/18

TIER  
9

### Average White Band confirmed, 2nd headliner TBA

Funk classics like “Take Your Time (Do It Right),” “Just Be Good to Me,” “Dazz, Ain’t Gonna Hurt Nobody,” “Chase Me,” and “Got to Be Enough” are songs you will hear during the second annual We Want the Funk Festival featuring Average White Band. The two-day festival will also highlight lectures, documentaries and an old skool dance party.

### AUGUST WILSON AFRICAN AMERICAN CULTURAL CENTER AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
AWAACC 50.2%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
AWAACC 49.2%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
AWAACC 73.6%  
Pittsburgh Average 71.2%

For half a century, Pittsburgh Ballet Theatre has been dedicated to bringing an eclectic mix of classical ballets, modern masterworks and new commissions to the Pittsburgh community. PBT's milestone 50th Anniversary Season in 2019-2020 embodies this through classic ballets like *Giselle*, a program of favorites from George Balanchine and the premiere of a brand new work by Artist in Residence Staycee Pearl.



Photo Credit: Duane Rieder

## GISSELLE WITH THE PBT ORCHESTRA

October 25-27, 2019  
Benedum Center



Space Reservation: 10/2 Artwork Deadline: 10/4

Hope, heartache and betrayal cast their haze on one of the most breathtaking ballets of the Romantic period in *Giselle* with the PBT Orchestra. A village girl is doomed by a lover's deceit to a ghostly sisterhood of spurned maidens intent on revenge in what the Pittsburgh Post-Gazette calls a "bewitching and beguiling dance with death." Audiences will lose themselves among the mist and supernatural beauty of the fascinating scenery. Score by Adolphe Adam.



Photo Credit: Duane Rieder

## THE NUTCRACKER

December 6-29, 2019  
Benedum Center

Space Reservation: 11/6  
Artwork Deadline: 11/18



The magic of *The Nutcracker* comes to life on the Benedum Center stage! Beneath the Stahlbaum's Christmas tree, a battle between the gallant Nutcracker prince and the ruthless Rat King unfolds, ensnaring the young Marie and sending her on an adventure through the Land of Enchantment. Stunning scenes, sparkling snowflakes and Tchaikovsky's magnificent score make *The Nutcracker* Pittsburgh's favorite holiday tradition.



Photo Credit: Duane Rieder

## PNC PRESENTS BEAUTY AND THE BEAST

February 14-23, 2020  
Benedum Center



Space Reservation: 1/22 Artwork Deadline: 2/3

Beauty comes from within. So does the nature of the Beast. See both sides of the story in *Beauty and the Beast*. The classic tales weaves a tender love story between the gnarled trees of the enchanted forest. Audiences are offered a glimpse at unexpected romance, heartbreak and the power of love through striking scenery and stunning neoclassical choreography.



Photo Credit: Duane Rieder

## HERE + NOW

March 20-29, 2020  
August Wilson African American Cultural Center



Space Reservation: 2/24 Artwork Deadline: 3/9

This mixed-repertory production brings together three celebrated choreographers to create stunning dance for the here and now in the August Wilson African American Cultural Center. *The Quiet Dance*, from Pittsburgh native Kyle Abraham, captures the feelings of frustration and isolation through sweeping movement, beginning in silence and then carried by the gentleness of Bill Evans' arrangement of Bernstein's "Some Other Time." Staycee Pearl, artist in residence and local choreographer, will create a brand new ballet for the program. And the beloved popular music of Paul Simon sets the stage for Dwight Rhoden's physical and visceral *Simon Said*.

### PBT AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater	
PBT	58.7%
Pittsburgh Average	31.6%
Affluence: % With a Household Income of \$75K or more	
PBT	62.7%
Pittsburgh Average	38.1%
Homeowners: % of Homeowners	
PBT	84%
Pittsburgh Average	71.2%

SEE PAGE 3 FOR TIER PRICING

ARTISTIC DIRECTOR TERRENCE S. ORR  
PITTSBURGH BALLET THEATRE

For tickets call 412-456-6666, visit the Box Office at Theater Square, or online at [CulturalDistrict.org](http://CulturalDistrict.org)

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497, email [advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org) or visit [CulturalDistrict.org](http://CulturalDistrict.org)

[PBT.org](http://PBT.org)





Photo Credit: Duane Rieder

## BALANCHINE + TCHAIKOVSKY WITH THE PBT ORCHESTRA

April 17-19, 2020  
Benedum Center

Space Reservation: 3/25 Artwork Deadline: 4/6



Pittsburgh Ballet Theatre's storied history with Balanchine and Tchaikovsky is revived in this mixed-repertory production celebrating two of ballet's greatest contributors. The music of P.I. Tchaikovsky has provided the backbone for many of George Balanchine's most exquisite ballets, including the invigorating *Theme and Variations*, the expansive *Allegro Brillante* and the consummate *Tschaikovsky Pas de Deux*, set to the classic music of *Swan Lake*. This special 50th Anniversary event also features *Diamonds*, the brilliant third movement of Balanchine's *Jewels*.

ARTISTIC DIRECTOR TERRENCE S. ORR  
PITTSBURGH BALLET THEATRE

For tickets call 412-456-6666, visit the Box Office at  
Theater Square, or online at [CulturalDistrict.org](http://CulturalDistrict.org)



Photo Credit: Nicole Sauter

## PITTSBURGH BALLET THEATRE SCHOOL

PBT School, the official training institution of Pittsburgh Ballet Theatre, is recognized as one of the nation's finest schools for dance education and training. Under the leadership of PBT Artistic Director and American Ballet Theatre alumnus Terrence S. Orr and co-directors Marjorie Grundvig and Dennis Marshall, PBT School cultivates the next generation of professional dancers and provides a diverse, classically based curriculum to more than 1,300 students of all ages and levels. While students grow in their technique and artistry, PBT School works to share long-term appreciation for the art of ballet within a positive and inspirational learning environment.

## PITTSBURGH BALLET THEATRE SCHOOL SPRING PERFORMANCE 2020

May 22-23, 2020  
Byham Theater

Space Reservation: 4/29  
Artwork Deadline: 5/11



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 on stage in Pittsburgh's Cultural District.

[PBT.org](http://PBT.org)

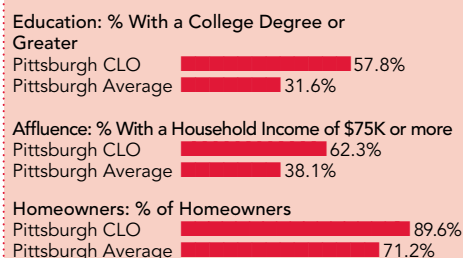
Programs, artists and dates  
are subject to change.

For advertising information call 412-471-1497, email  
[advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org) or visit [CulturalDistrict.org](http://CulturalDistrict.org)

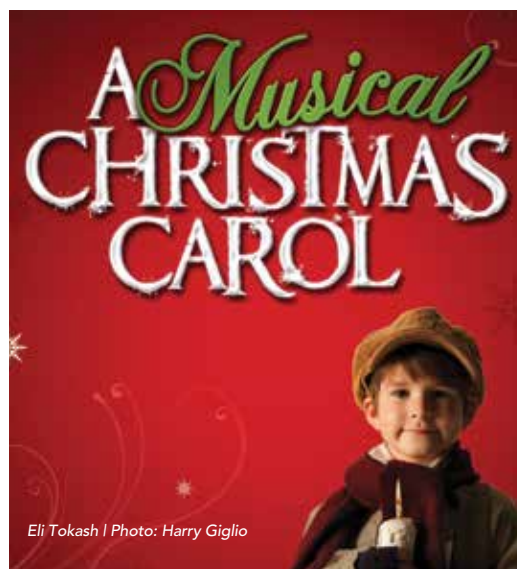
Pittsburgh CLO has been a leader in producing live musical theater for audiences across the region since 1946. Pittsburgh CLO's Summer Season is beautifully complemented in December by CLO's annual production of *A Musical Christmas Carol*, as well as year-round productions at the CLO Cabaret. These productions 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, Gallery of Heroes, Gene Kelly Awards, Kelly Circle, New Horizons and Creative Vision Award, Creative Vision. Impacting hundreds of thousands of people each year through New Horizons and Creative Vision Award programs and productions, Pittsburgh CLO is a vital and colorful thread in the cultural fabric of the region and the nation.

#### PITTSBURGH CLO AUDIENCE DEMOGRAPHICS



SEE PAGE 3 FOR TIER PRICING



Eli Tokash | Photo: Harry Giglio

December 6 - 22, 2019  
Byham Theater

TIER 4



Space Reservation: 11/6 Artwork Deadline: 11/18

#### 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.



Photo: Matt Polk



2019 Gene Kelly Award Best Musical - Budget III Woodland Hills  
Photo: Archie Carpenter

## GENE KELLY AWARDS

May 23, 2020  
Benedum Center

Space Reservation: 5/1  
Artwork Deadline: 5/13

TIER 8



#### 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. In 2019, scholarships totaling \$132,000 were awarded to deserving students at the ceremony.



For Excellence in High School Musical Theater



2019 Gene Kelly Best Actor, Tyler Hepler  
Photo: Archie Carpenter





## SUMMER SEASON

**Pittsburgh CLO's 2020 Summer Season will feature six Broadway Blockbusters!** The season line-up will be announced this August.

### PITTSBURGH CLO AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater

Pittsburgh CLO 54.1%  
Pittsburgh Average 30.7%

Affluence: % With a Household Income of \$75K or more

Pittsburgh CLO 62.2%  
Pittsburgh Average 36%

Homeowners: % of Homeowners

Pittsburgh CLO 90.3%  
Pittsburgh Average 71.8%

**RESERVE YOUR SPACE FOR 6 SUMMER SHOWS IN 2020!**

1 WEEK SHOW

**TIER 4**

2 WEEK SHOW

**TIER 3**



Justin Lonesome, Tru Verret-Fleming, T.J. Newton, Erin Ramirez & LaTrea Rembert in Pittsburgh CLO's production of *SPAMILTON: An American Parody* | Photo: Matt Polk

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 Greer 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!

### PITTSBURGH CLO CABARET AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater

Pgh CLO Cabaret 57.8%  
Pittsburgh Average 30.7%

Affluence: % With a Household Income of \$75K or more

Pgh CLO Cabaret 62.3%  
Pittsburgh Average 36%

Homeowners: % of Homeowners

Pgh CLO Cabaret 89.6%  
Pittsburgh Average 71.8%

## RESERVE YOUR SPACE FOR THE 2019-2020 PITTSBURGH CLO KARA CABARET SERIES!

**Four comedic shows with wide audience appeal** of extended runs will be announced shortly

**TIER 6**

**FALL SHOW**  
October 2019 – January 2020

**TIER 6**

**WINTER SHOW**  
January 2020 – March 2020

**TIER 6**

**SPRING SHOW**  
April 2020 – May 2020

**TIER 5**

**SUMMER SHOW**  
May 2020 – August 2020

SEE PAGE 3 FOR TIER PRICING

**TIER**

The PNC Broadway in Pittsburgh series features new touring Broadway shows and revivals, direct from Broadway.



## THE LION KING

September 4 – 29, 2019  
Benedum Center



**Space Reservation: 8/7 Artwork Deadline: 8/19**

Experience the phenomenon of Disney's *The Lion King* when Pittsburgh's best-loved musical makes a triumphant return to the Benedum Center following its record-breaking 2008 engagement! Marvel at the breathtaking spectacle of animals brought to life by award-winning director Julie Taymor, whose visual images audiences will remember forever. Thrill to the rhythms of the African Pridelands and an unforgettable score including Elton John and Tim Rice's Oscar®-winning song "Can You Feel the Love Tonight" and "Circle of Life." Let your imagination run wild when the Tony Award®-winning Broadway sensation returns to the Benedum Center stage.

SEE PAGE 3 FOR TIER PRICING



## MEAN GIRLS

October 29 – November 3, 2019  
Benedum Center



**Space Reservation: 10/2 Artwork Deadline: 10/14**

Cady Heron may have grown up on an African savanna, but nothing prepared her for the vicious ways of her strange new home: suburban Illinois. Soon, this naïve newbie falls prey to a trio of lionized frenemies led by the charming but ruthless Regina George. But when Cady devises a plan to end Regina's reign, she learns the hard way that you can't cross a Queen Bee without getting stung. New York Magazine cheers, "*Mean Girls* delivers with immense energy, a wicked sense of humor, and joyful inside-jokery." USA Today says, "We'll let you in on a little secret, because we're such good friends: Get your tickets now!"



## A BRONX TALE

November 19 – 24, 2019  
Benedum Center



**Space Reservation: 10/23 Artwork Deadline: 11/4**

Three years ago, Academy Award nominee Chazz Palminteri teamed up with Academy Award® winner Robert DeNiro, Tony® Award winner Jerry Zaks, and Tony® Award nominee Sergio Trujillo to create this streetwise musical—based on Palminteri's true life story. *A Bronx Tale*, Broadway's hit crowd-pleaser, takes you to the stoops of the Bronx in the 1960s—where a young man is caught between the father he loves and the mob boss he'd love to be. Bursting with high-energy dance numbers and original doo-wop tunes from Alan Menkin, the songwriter of *Beauty and the Beast*, *A Bronx Tale* is an unforgettable story of loyalty and family.



## LES MISÉRABLES

November 26 – December 1, 2019  
Benedum Center



**Space Reservation: 10/30 Artwork Deadline: 11/12**

Cameron Mackintosh presents a brand new 25th anniversary production of Boublil & Schönberg's legendary musical, *Les Misérables*, with glorious new staging and dazzlingly reimagined scenery inspired by the paintings of Victor Hugo. This new production has been acclaimed by critics, fans and new audiences and is breaking box office records wherever it goes. The New York Times calls this *Les Misérables* "an unquestionably spectacular production from start to finish." The London Times hails the new show "a five star hit, astonishingly powerful."

## THE ILLUSIONISTS – THE MAGIC OF THE HOLIDAYS

December 26 – 29, 2019  
Heinz Hall



**Space Reservation: 11/20 Artwork Deadline: 12/9**

Ring in the holidays with the mind-blowing spectacle, *The Illusionists – Magic of the Holidays*, showcasing the jaw-dropping talents of the most incredible illusionists on earth. *The Illusionists* has shattered box office records across the globe and dazzles audiences of all ages with a powerful mix of the most outrageous and astonishing acts ever seen on stage. This non-stop show is packed with thrilling and sophisticated magic of unprecedented proportions.





## JESUS CHRIST SUPERSTAR

December 31 – January 5, 2020  
Benedum Center

TIER  
4

Space Reservation: 12/4 Artwork Deadline: 12/16

*Jesus Christ Superstar* is an iconic musical phenomenon with a world-wide fan base. In celebration of its 50th Anniversary, a new mesmerizing production comes to North America. With music and lyrics by Emmy-, Grammy-, Oscar-, and Tony-winners Andrew Lloyd Webber and Tim Rice, *Jesus Christ Superstar* is set against the backdrop of an extraordinary series of events during the final weeks in the life of Jesus Christ as seen through the eyes of Judas. Reflecting the rock roots that defined a generation, the legendary score includes "I Don't Know How to Love Him," "Gethsemane," and "Superstar."



## MISS SAIGON

February 4 – 9, 2020  
Benedum Center

TIER  
4

Space Reservation: 1/15  
Artwork Deadline: 1/27

Experience the acclaimed new production of the legendary musical, *Miss Saigon*. This is the story of a young Vietnamese woman named Kim, who is orphaned by war and forced to work in a bar run by a notorious character known as the Engineer. There, she meets and falls in love with an American G.I. named Chris, but they are torn apart by the fall of Saigon. For 3 years, Kim goes on an epic journey of survival to find her way back to Chris, who has no idea he's fathered a son. Featuring Broadway hits like "The Heat is On in Saigon," "The Movie in My Mind," "Last Night of the World," and "American Dream," this is a theatrical event you will never forget.



## CATS

February 25 – March 1, 2020  
Benedum Center

TIER  
4

Space Reservation: 2/5 Artwork Deadline: 2/18

Audiences and critics alike are rediscovering this beloved musical with breathtaking music, including one of the most treasured songs in musical theater, "Memory." Winner of 7 Tony® Awards including Best Musical, *Cats* tells the story of one magical night when an extraordinary tribe of cats gathers for its annual ball to rejoice and decide which cat will be reborn. The original score by Andrew Lloyd Webber (*The Phantom of the Opera*, *School of Rock*, *Sunset Boulevard*), original scenic and costume design by John Napier (*Les Misérables*), and direction by Trevor Nunn (*Les Misérables*) make this production a new *Cats* for a new generation!



## THE BAND'S VISIT

March 10 – 15, 2020  
Benedum Center

TIER  
4

Space Reservation: 2/19 Artwork Deadline: 3/2

Spend an evening in the company of unforgettable strangers at *The Band's Visit*—now one of the most celebrated musicals ever. In an Israeli desert town where every day feels the same, something different is suddenly in the air. Dina, the local café owner, had long resigned her desires for romance to daydreaming about exotic films and music from her youth. When a band of Egyptian musicians shows up lost at her café, she and her fellow locals take them in for the night. Under the spell of the night sky, their lives intertwine in unexpected ways, and this once sleepy town begins to wake up.

### PNC BROADWAY IN PITTSBURGH AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
PNC Broadway 56.3%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
PNC Broadway 62.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
PNC Broadway 87.2%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING

TIER





## SUMMER

April 7 – 12, 2020  
Heinz Hall

Space Reservation: 3/18  
Artwork Deadline: 3/30

TIER  
4

She was a girl from Boston with a voice from heaven, who shot through the stars from gospel choir to dance floor diva. But what the world didn't know was how Donna Summer risked it all to break through barriers, becoming the icon of an era and the inspiration for every music diva who followed. With a score featuring more than 20 of Summer's classic hits including "Love to Love You Baby," "Bad Girls" and "Hot Stuff," this electric experience is a moving tribute to the voice of a generation.



## ESCAPE TO MARGARITAVILLE

May 12 – 17, 2020  
Benedum Center

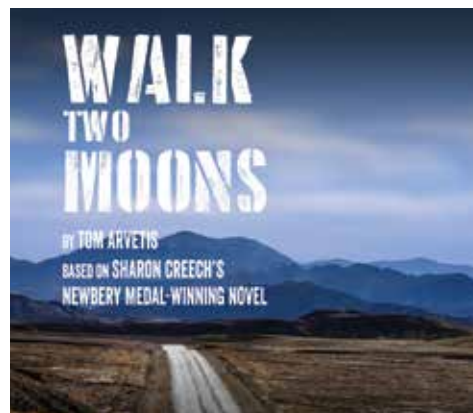
Space Reservation: 4/22  
Artwork Deadline: 5/4

TIER  
4

Welcome to Margaritaville, where people come to get away from it all—and stay to find something they never expected. Get ready for a hilarious and heartwarming musical with the most unforgettable songs from one of music's greatest storytellers. USA Today calls it, "A little slice of paradise!" and Entertainment Weekly raves, "It will knock your flip flops off!" Don't let the party start without you!



The EQT Bridge Theater Series is for children ages 7+ and their families. These shows will amaze, excite, and leave you wondering. Get ready for theater that moves, shakes, and shatters expectations!



## WALK TWO MOONS

November 8-9, 2019  
Byham Theater

Space Reservation: 10/16  
Artwork Deadline: 10/28

TIER  
9

While driving cross-country with her grandparents in search of her mother, 13-year-old Sal meets many eccentric characters. None more so than Phoebe – Sal's best friend and the main character in the stories she tells to entertain her grandparents. Phoebe's story bursts with wild conspiracy theories of her own missing mother, which helps Sal confront her own loss. But with a deadline looming, Sal might not make it in time to reunite with the one person she wants to find most. Follow National Players on their journey in this moving adaptation of the award-winning novel by Sharon Creech about family, identity, and coming-of-age.

## MAD LIBS LIVE!

### MAD LIBS LIVE

January 17-18, 2020  
Byham Theater

TIER  
9



Space Reservation: 12/18 Artwork Deadline: 1/2

Mad Libs Live! is the new musical based on the most popular word game of all time! Our story begins at the finals of Teen Superstars, the live TV show that will determine the most popular singing group at Blankville Central High. Virtuosa, Gogo, Geyser, and Merrily seem to have nothing in common – until they realize that their songs are missing words! In the spirit of the "World's Greatest Word Game," the audience helps to fill in the words, making each performance totally unique!

### PSS PSS

April 3-4, 2020  
August Wilson African American Cultural Center

TIER  
9



Space Reservation: 3/11  
Artwork Deadline: 3/23

Inventive, exciting, ridiculous, this breathtaking duet of mishaps and acrobatics will have you laughing long after you leave the theatre. Inspired by physical comedy of silent film stars like Charlie Chaplin, Pss Pss is a timeless performance of enthralling physicality and delightful expressions. Winner of 15 international prizes, including the Cirque Du Soleil prize, you've never seen anything like this.



### PNC BROADWAY IN PITTSBURGH AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
PNC Broadway 56.3%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
PNC Broadway 62.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
PNC Broadway 87.2%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING

TIER



Photo Credit: Renee Rosensteel

## JUDY MOODY AND STINK

November 17-24, 2019  
Byham Theater and regional venues



Space Reservation: 10/23 Artwork Deadline: 11/4

Be prepared to go on a hilarious adventure with Judy Moody and Stink, the dynamic sister and brother duo. As usual, Judy is in a mood. After seeing her classmate's picture on the front page of the newspaper, Judy wants to be famous and sets off to find fame and happiness. All the while, Stink and his foul-smelling sneakers become a real distraction as he vies for the coveted Golden Clothespin Award. Judy Moody and Stink are the perfect pair for their imperfect capers that lead to fun, mystery, sibling rivalry, and, in the end, true friendship.



## MAGIC SCHOOL BUS: LOST IN THE SOLAR SYSTEM

January 5-12, 2020  
Byham Theater and regional venues



Space Reservation: 12/4  
Artwork Deadline: 12/16

Hop on the Magic School Bus for a ride in this new musical adaptation based on your favorite book series. When the class gets lost on the way to the planetarium, Ms. Frizzle saves the day by blasting into outer space for an epic interplanetary field trip! But when rivalries both old and new threaten to tear the students apart, our young heroes must learn to pull together or risk getting forever lost in the solar system.



## ERTH'S PREHISTORIC AQUARIUM ADVENTURE – THE MYSTERY OF THE DINOSAURS OF THE DEEP

February 23, 2020  
Byham Theater and regional venues



Space Reservation: 1/29  
Artwork Deadline: 2/10

The creators of Erth's Dinosaur Zoo Live want to take your family on an all-new adventure – this time to the bottom of the ocean. Erth's Prehistoric Aquarium Adventure is an immersive experience that invites you to jump in and explore unknown ocean depths where prehistoric marine reptiles lived eons ago – and maybe still live today! Actors, technology, puppets, science and imagination come together to create an amazing visual experience that connects young audiences to the real science of paleontology.



## DIARY OF A WOMBAT

March 22-29, 2020  
Byham Theater and regional venues



Space Reservation: 2/24  
Artwork Deadline: 3/9

Meet Mothball, the naughtiest wombat in Australia. Bored with her daily routine, Mothball goes in search of shelter and food, creating chaos in the lives of the humans around her. Doormats, bins and washing lines are no match for this mischievous marsupial. Between a packed schedule of scratching, sleeping, and eating, Mothball discovers that with a bit of persistence, humans are quite easily trained! Based on the multi-award-winning picture book, *Diary of a Wombat* by Australian Children's Laureate, Jackie French and Bruce Whatley.

### CHILDREN'S THEATER AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
Children's Theater 63.5%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
Children's Theater 70.8%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
Children's Theater 86.3%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING





Exceptional, world-class contemporary dance in Pittsburgh. Each company brings its own unique voice, reminding us of the versatility and importance of dance as an art form.

## 6-SHOW COMBINATION BOOK

Space Reservation: 8/28  
Artwork Deadline: 9/9

TIER  
6



## MOMIX

September 21, 2019  
Byham Theater

Under the direction of Moses Pendleton, one of America's most innovative and widely performed choreographers and directors, MOMIX is recognized internationally for presenting work of exceptional inventiveness and physical artistry. In addition to stage performances worldwide, MOMIX has worked in film and television, recently appearing in PBS' *Dance in America* and in commercials for Hanes and Target. Viva MOMIX is a collection of the most iconic pieces from the company's illustrious repertoire and includes several fantastic new works by Pendleton. Surreal, wondrous and massively creative, MOMIX astonishes audiences with nothing more than light, shadow, props, and the human body.

SEE PAGE 3 FOR TIER PRICING

TIER



## ODC/DANCE WITH THE MENDELSSOHN CHOIR OF PITTSBURGH

November 6-9, 2019  
Trinity Cathedral

Journey through the stunning Trinity Cathedral with San Francisco-based company ODC/Dance in an immersive dance presentation, *Path of Miracles*. The piece describes the Camino de Santiago, the ancient Catholic pilgrimage across Northern Spain. Alongside dancers and choir, audience members also become sojourners and are guided through the Cathedral to experience the piece in four movements. Debuting to sold-out audiences and widespread critical acclaim in San Francisco last year, *Path of Miracles* shares its inspiration and name with a spectacularly beautiful 2005 choral work by British composer Joby Talbot. The score will be performed live by the Mendelssohn Choir of Pittsburgh.

### PITTSBURGH DANCE COUNCIL AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
Dance Council 60.5%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
Dance Council 59.8%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
Dance Council 80.1%  
Pittsburgh Average 71.2%

## SARAH REICH

January 16 - 18, 2020  
Greer Cabaret Theater

Sarah Reich has emerged as one of the new leaders in the art form of tap dance. Named by *Dance Magazine* as one of the "25 To Watch" in 2017, Reich has become a pop culture ambassador for the art form, appearing on FOX's *So You Think You Can Dance* and touring the world with Scott Bradlee's Postmodern Jukebox. In *New Change*, Reich explores the use of tap as the main percussion element within a jazz ensemble. Featuring all-original compositions written by Reich herself and inspired by tap rhythms, *New Change* puts a fresh spin on the beloved art of tap dance. Reich will be joined on stage by a full band and a special guest dancer.



## MALPASO DANCE

February 22, 2020  
Byham Theater

Hailing from Havana, Malpaso Dance Company is one of Cuba's most sought-after dance troupes. Emphasizing a collaborative creative process, Malpaso is committed to working with top international choreographers while also nurturing new voices in Cuban choreography. The evening's program will include Ohad Naharin's *Tabula Rasa*, which premiered with the Pittsburgh Ballet Theatre in 1986. More than 30 years after its debut, Naharin restages the piece specifically for the Cuban company, breathing new life and experience into this rarely-performed piece.



## ROCÍO MOLINA

March 25, 2020  
Byham Theater

Spanish choreographer Rocío Molina has coined her own artistic language based on a reinvented traditional flamenco style which respects its essence, but embraces the avant-garde. A graduate of the Royal Dance Conservatory in Madrid, Molina was awarded the National Award for Dance by the Spanish Ministry of Culture at age 26. In *Caida del Cielo* (*Fallen From Heaven*), Molina contrasts light and darkness, celestial and savage. Accompanied by a live band, Molina's dancing goes deep into her roots while pushing the norms of movement and gender, making a loud declaration that flamenco is an expression of freedom that cannot and should not be domesticated. *Contains partial nudity*.



## ALVIN AILEY

Presenting Sponsor  
BNY Mellon

May 5, 2020  
Benedum Center

Alvin Ailey American Dance Theater embodies six decades of groundbreaking achievement in modern dance. The company has performed for an estimated 25 million people in 48 states and 71 countries on six continents, growing beyond the limits of the stage to encompass education at all levels, community outreach, and cultural diplomacy. As the first company ever presented by the Pittsburgh Dance Council in its inaugural season, it's only fitting that Alvin Ailey American Dance Theater will close our 50th anniversary season. The evening's program will feature Mr. Ailey's signature piece, *Revelations*.





The Trust Cabaret series, provides a rare opportunity to experience the finest cabaret artists up close and personal at the Greer Cabaret Theater at Theater Square.

## TRUST CABARET SERIES 5-SHOW COMBINATION BOOK

October 14, 2019 – April 13, 2020  
Cabaret at Theater Square

Space Reservation: 9/18  
Artwork Deadline: 9/30



## DEBORAH COX

October 14, 2019

Deborah Cox possesses one of the most powerful and versatile contemporary voices of our time. The Grammy Award-nominated, multi-platinum R&B/Pop recording artist and actress recently blew the roof off theatres as she starred in the Rachel Maron role originally played by Whitney Houston in the new musical, *The Bodyguard*. Since beginning her career as a background singer for Celine Dion, Deborah has recorded six award-winning and critically acclaimed albums. As with Whitney Houston, Deborah's first recording contract was with Clive Davis at Arista Records and her self-titled debut album went platinum, earning her an American Music Award nomination.



## COREY COTT

November 18, 2019

Corey Cott, a graduate of Carnegie Mellon School of Drama, has established himself as a star both on stage and on screen. He received critical acclaim for his performance in the Tony Award-winning musical, *Bandstand*. Previous roles include Jack Kelly in Disney's *Newsies*, followed by the Broadway revival of *Gigi*, starring opposite Vanessa Hudgens. A native of Chagrin Falls, Ohio, Mr. Cott will play "Tony" in Francesca Zambello's upcoming production of *West Side Story* at Lyric Opera of Chicago this spring. He recently made his Carnegie Hall debut singing with the New York Pops.



### CULTURAL TRUST CABARET AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
Trust Cabaret 64.7%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
Trust Cabaret 61.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
DaTrust Cabaret 84.9%  
Pittsburgh Average 71.2%

## "HOLLYWOODLAND" STARRING JANE MONHEIT, JIM CARUSO, & BILLY STRITCH

December 3, 2018

Singers Jane Monheit, Jim Caruso and singer/pianist/arranger Billy Stritch have joined forces in *Hollywoodland: Songs from the Silver Screen*. Material includes beloved songs like "Pennies From Heaven," "Let's Misbehave," "Over The Rainbow," "If I Only Had A Brain," "Whistle While You Work," and "It Happened In Sun Valley." The trio is accompanied by Rick Montalbano on drums and Neal Miner on bass. Critically acclaimed jazz vocalist Jane Monheit's honey-smooth vocals, silky phrasing, and natural knack for storytelling have earned her two Grammy nominations. Jim Caruso made his Broadway debut alongside Liza Minnelli in the Tony Award-winning smash hit *Liza's at the Palace!* Billy Stritch is one of the premier singer-pianists on the New York and national jazz and cabaret scene.



## ERICH BERGEN

April 13, 2020

Direct from his starring role on CBS' *Madam Secretary*, Erich Bergen makes his Pittsburgh concert debut offering a high-energy show filled with a mix of music and stories from his successful career on stage and screen. Erich is also well known for his critically-acclaimed performance as Bob Gaudio in *Jersey Boys*, a role he performed on stage and reprised in Clint Eastwood's film adaptation. Broadway audiences also know Erich from his 2018 stint in *Waitress* on Broadway, starring opposite Katharine McPhee. Filled with songs from the Great American Songbook all the way through today's top hits, Erich and his band will have you laughing, crying, and singing along for the entire show.

## MANDY GONZALEZ

March 2, 2020

Mandy Gonzalez has thrilled audiences on Broadway, lit up the screen on television, and started a social movement. Mandy currently stars as Angelica Schuyler in *Hamilton* on Broadway and on the CBS hit, *Madam Secretary*. Onstage, the dynamic range of Mandy's voice sets a new standard—one moment, she can be soft and sultry, the next moment, she can shake the rafters. Mandy originated the role of Nina Rosario in the Tony award-winning show, *In the Heights*. She has starred as Elphaba in *Wicked* and performed for symphonies around the country. Mandy is the proud founder of #FearlessSquad—a social media movement for inclusiveness and belonging.



SEE PAGE 3 FOR TIER PRICING



For tickets call 412-456-6666, visit the Box Office at Theater Square, or online at [CulturalDistrict.org](http://CulturalDistrict.org)

Programs, artists and dates are subject to change.

For advertising information call 412-471-1497, email [advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org) or visit [CulturalDistrict.org](http://CulturalDistrict.org)

[TrustArts.org](http://TrustArts.org)

A diverse array of entertainment from live music to uproarious comedy to literary luminaries and world-famous artists. The great mix of performances promises something for everyone.



## BLACK VIOLIN

September 26, 2019  
Byham Theater



**Space Reservation: 9/3 Artwork Deadline: 9/16**

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, they 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.

## MASTERCHEF JUNIOR LIVE

October 6, 2019  
Benedum Center



**Space Reservation: 9/11 Artwork Deadline: 9/23**



MasterChef Junior Live is a new, fun interactive touring show that brings the hit TV show MasterChef Junior to Pittsburgh. The show will feature a state-of-the-art set with video and a cooking kitchen. Head-to-head cooking competitions with MasterChef Junior All-Stars, Fan Favorites and audience members.



## CATAPULT

October 10, 2019  
Byham Theater



**Space Reservation: 9/18  
Artwork Deadline: 9/30**

Catapult is an amazingly imaginative combination of humor, movement, music, story-telling, and sculpture. You won't believe your eyes as you watch these incredible artists become a mountain, a full-size elephant, a helicopter, a house with a window, and people inside the window. You will never figure out how they do it, and you won't know what they will make next – you will be surprised and delighted again and again. Under the direction of Adam Battlestein (Choreographer, Creative Director, and Master Teaching Artist for Pilobolus Dance Theatre for 19 years), Catapult reached the finals of Season 8 of America's Got Talent.



## THAT GOLDEN GIRLS SHOW: A PUPPET PARODY

October 11-12, 2019  
Byham Theater



**Space Reservation: 9/18 Artwork Deadline: 9/30**

Set in that sassy Miami house in 1985, *That Golden Girls Show!* is one of Off Broadway's biggest smash hits that parodies classic *Golden Girls* moments with puppets! Get set for an evening of cheesecake, laughter, jazzercise, shoulder pads, sex, and the elegant art of the quick-witted put-down. From Sophia's get-rich-quick schemes, to Rose's tales from St. Olaf, Blanche's insatiable hunt for men and the Fountain of Youth, to Dorothy's daily struggle to make sense of her life and manage her roommates, devoted fans will fondly remember our four girls from Miami. For first-timers, this will be a joyful introduction to the brilliance of that television series. This show contains strong adult language and themes.

### COHEN & GRIGSBY TRUST PRESENTS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater	
Trust Presents	52.2%
Pittsburgh Average	31.6%
Affluence: % With a Household Income of \$75K or more	
Trust Presents	58.9%
Pittsburgh Average	38.1%
Homeowners: % of Homeowners	
Trust Presents	84.1%
Pittsburgh Average	71.2%

## THE OFFICE – A MUSICAL PARODY!

October 18-19, 2019  
Byham Theater

Space Reservation: 9/25 Artwork Deadline: 10/7



It's a typical morning at Scranton's third-largest paper company until, for no logical reason, a documentary crew begins filming the lives of the employees of Dunder Mifflin... Don't miss this hilarious, unauthorized parody of the hit TV show, "The Office" now playing at The Jerry Orbach Theater in New York City. This show contains strong adult language and themes.

TIER  
8

### COHEN & GRIGSBY TRUST PRESENTS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
Trust Presents 52.2%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
Trust Presents 58.9%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
Trust Presents 84.1%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING

TIER



## TAJ EXPRESS

November 6, 2019  
Byham Theater

Space Reservation: 10/9  
Artwork Deadline: 10/21

*Taj Express* explodes with the sounds of India and Bollywood, capturing the vibrant, expressive spirit of the world of Bollywood movies that have been entertaining billions of people in India for generations. Through a fusion of film, dance, and music, this dazzling international sensation took audiences on a live cinematic journey through modern Indian culture and society during their 2017 US tour. The production is a high-energy celebration of new India's pop music, Bollywood culture, and deep traditions, featuring colorful costumes, joyful dance, and thrilling live music.

TIER  
9



## LIGHTWIRE VERY ELECTRIC CHRISTMAS

November 30, 2019  
Byham Theater

Space Reservation: 10/30  
Artwork Deadline: 11/12



TIER  
8

A young bird named Max gets blown off course when flying south for the winter and lands himself at the North Pole. As Max tries to make his way home, he encounters friendly caroling worms, dancing poinsettias, Nutcracker soldiers, mischievous mice, and an evil Rat King! Brighten your holiday with this magical and captivating tale of family, friendship and hope set to timeless holiday hits including Nat King Cole, Mariah Carey and Tchaikovsky.

OTHER  
SPECIALS  
WILL BE  
SCHEDULED  
THROUGHOUT  
THE SEASON.



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

The 8th-oldest opera company in the United States, 2019-20 marks the Pittsburgh Opera's 81st season.

*English supertitles are projected above the stage at all performances.*



## DON GIOVANNI

October 12 – 20, 2019 **TIER 6**  
Benedum Center

**Space Reservation: 9/18**  
**Artwork Deadline: 9/30**

Charming nobleman. Serial womanizer. Sexual predator. Don Giovanni is all these and more. As the list of people out to get him grows longer, eventually his misdeeds catch up with him. Don Giovanni leaves a trail of broken hearts, and worse, wherever he goes. Completely without morals or a conscience, Don Giovanni sexually assaults Donna Anna, then kills her father the Commendatore, who had tried to come to her defense. He seduces young Zerlina on her wedding day. But all actions have consequences, as Don Giovanni is soon to learn. An irresistible classic, Mozart's *Don Giovanni* seamlessly combines comedy and tragedy with one of the great musical scores of all time to create one of the world's favorite operas.



## FLORENCIA EN EL AMAZONAS

November 9 – 17, 2019  
Benedum Center



**Space Reservation: 10/16**  
**Artwork Deadline: 10/28**

Florencia Grimaldi is a famous opera singer traveling to perform at the opera house in Manaus, Brazil, in the early 1900s. She also hopes to find her long-lost lover Cristóbal, a butterfly hunter who has disappeared into the Amazon jungle. Florencia journeys up the Amazon River by steamship with a cast of colorful characters including an intrepid female journalist and a couple looking to rekindle their love. As they travel into the heart of the Amazon, they realize their voyage is not just a physical journey, but a mystical one. Inspired by the magical realism of the novel *Love in the Time of Cholera*, by Nobel Prize-winning Gabriel Garcia Marquez, *Florencia en el Amazonas* features lush, melodic music and ever-changing backdrops of mysterious beauty.

*Sung in Spanish with English supertitles.*

### PITTSBURGH OPERA AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater	
Opera	61.6%
Pittsburgh Average	31.6%
Affluence: % With a Household Income of \$75K or more	
Opera	54.8%
Pittsburgh Average	38.1%
Homeowners: % of Homeowners	
Opera	82.2%
Pittsburgh Average	71.2%

SEE PAGE 3 FOR TIER PRICING

## 2-SHOW COMBO BOOK

Space Reservation: 1/2 Artwork Deadline: 1/13

TIER  
8

## ALCINA

January 25 – February 2, 2020  
CAPA Theater

*Alcina* is a baroque masterpiece by George Frideric Handel. The title character, Alcina, is a malicious sorceress who lives on an enchanted island with her sister Morgana. She uses her magic spells to trick men into falling in love with her. But once she tires of them, she turns them into animals or inanimate objects. Alcina's current crush is Ruggiero, a chivalrous knight she has captured. Ruggiero's fiancé Bradamante and her tutor Melisso arrive to bring Ruggiero home. But Alcina and Morgana have no intention of letting him leave, setting the stage for a climatic showdown. Will Ruggiero regain his senses in time? Will Alcina's evil spell finally be broken?

## THE LAST AMERICAN HAMMER

February 22 – March 1, 2020  
Pittsburgh Opera Headquarters

Milcom Negley, a one-man militia, rages against the tyranny of federal overreach. Milcom is an unemployed, Rust Belt conspiracy theorist who believes an obscure amendment negates the authority of the federal government. He occupies a local museum which houses rare ceramic pitchers known as a Toby jugs, which are shaped like people. Although Milcom expects to be swarmed by military drones, only Agent Reyes, a young rookie FBI officer, arrives. Milcom explains that the town's only major source of employment – a hammer manufacturer – has gone under, leaving the residents lost. He is armed with "the Last American Hammer" to roll off the plant's line and intends to hold a proxy trial against the U.S. government using Toby jugs as physical stand-ins for a court.



## CARMEN

March 28 – April 5, 2020  
Benedum CenterTIER  
6Space Reservation: 3/4  
Artwork Deadline: 3/16

Set in 1830 Seville, *Carmen* is a roller-coaster of lust, deception, and murder. Fiery Carmen, who lives her life to the fullest, can have any man she wants. But when she seduces naïve Corporal Don Jose, she gets more than she bargains for. Like a moth drawn to a flame, Don Jose forsakes his military career for a life on the lam with Carmen and a band of smugglers. Never one to settle down, the passionate Carmen gets bored with Don Jose and becomes involved with the glamorous, testosterone-filled bullfighter Escamillo. Left with nothing, Don Jose decides that if he can't have Carmen, no one can. Full of magnetic melodies, colorful costumes, and tragic twists, you'll fall in love with George Bizet's one-and-only *Carmen*.



## NORMA

April 25 – May 3, 2020  
Benedum CenterTIER  
6Space Reservation: 4/1  
Artwork Deadline: 4/13

*Norma* is the tragic tale of a conflict between love and duty. Norma is a Druid priestess in ancient Gaul, which is being occupied by Roman invaders. Norma falls in love with, and bears two children to, the Roman leader Pollione, thereby betraying her own people and breaking her sacred vows. When Norma finds out Pollione is having an affair with another priestess, it pushes her over the edge with deadly consequences. The role of Norma, sung here by star soprano Leah Crocetto, has long been considered one of the most grueling and challenging in all of opera. See why *Norma* is Bellini's ultimate masterpiece, and why this story of forbidden love has been called 'opera at its very best.'





We believe that live theater, beautifully created, is one of the most powerful ways to connect us to one another. For our 45<sup>th</sup> anniversary season we'll fill The O'Reilly with laughter, music, and compelling stories that both delight and inspire. It's going to be a dynamic year, with shows that strike a balance between muscle and heart, power and justice, the sweetness and sting of young love. The six-play subscription series offers three exciting new voices, two giants of American culture, and one outrageous musical comedy. We can't wait to share it.

Marya Sea Kaminski  
Artistic Director

Lou Castelli  
Managing Director



## A FEW GOOD MEN

September 12 – October 13, 2019  
O'Reilly Theater

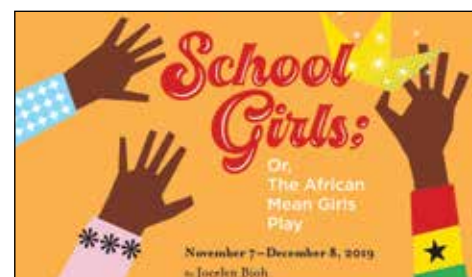
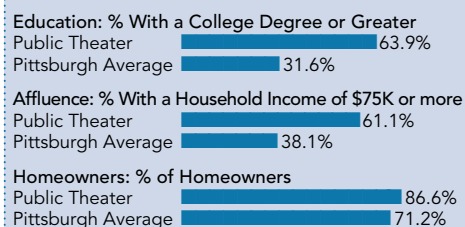
By Aaron Sorkin

**Space Reservation: 8/14**  
**Artwork Deadline: 8/26**



"You can't handle the truth!" is the most famous line from this riveting story about military lawyers defending two U.S. Marines accused of killing a fellow Marine at the Guantanamo Bay Naval Base in Cuba. Set in 1986, this play introduced Aaron Sorkin's sharp dialogue and irresistible wit to the world before he went on to create TV's "The West Wing," the film "Steve Jobs," and, most recently, a new adaptation of *To Kill a Mockingbird* for Broadway.

### PITTSBURGH PUBLIC THEATER AUDIENCE DEMOGRAPHICS



## SCHOOL GIRLS; OR, THE AFRICAN MEAN GIRLS PLAY

November 7 – December 8, 2019  
O'Reilly Theater

By Jocelyn Bioh

**Space Reservation: 10/9**  
**Artwork Deadline: 10/21**



Playwright Jocelyn Bioh is a first-generation American whose parents emigrated from Ghana in Africa. This sparkling comedy was inspired by her mother's experience in an elite boarding school there in 1986, as students prepare to enter the Miss Ghana pageant and a chance to be Miss Universe. Paulina, queen bee of the in-crowd, assumes she'll win. But when Ericka enrolls, Paulina's popularity plummets. The girls find out if beauty really is skin deep in this new, critically acclaimed, and award-winning play that sold-out two runs Off-Broadway last season.



## LITTLE SHOP OF HORRORS

January 23 – February 23, 2020  
O'Reilly Theater

Book and Lyrics by Howard Ashman  
Music by Alan Menken

**Space Reservation: 1/2**  
**Artwork Deadline: 1/8**



At Mushnik's Florists, clerk Seymour is growing an odd horticultural find. Turns out that water is not enough; it takes warm bodies to keep the bloodthirsty flower fed. This hilariously harrowing musical became a monster hit for Menken & Ashman before they wrote *The Little Mermaid*, *Aladdin*, and *Beauty and the Beast* for Disney. A tender love story, along with rock, R&B, and 60s girl group music, complete this carnivorous carnival of fun.

SEE PAGE 3 FOR TIER PRICING







## AMERICAN SON

March 5 – April 5, 2020  
O'Reilly Theater

By Christopher Demos-Brown

Space Reservation: 2/12 Artwork Deadline: 2/19

Kendra, a black woman and a professor of psychology, and her estranged husband Scott, a white FBI agent, come to a Miami police station at 4 am because their 18-year-old-son, Jamal, is missing. All the rookie cop on duty will tell them is that Jamal has been "identified in an incident." Hot off of its Broadway run, this highly charged drama takes a brave look at race, gender, power, and the dangerous dynamics at play when a young African-American man intersects with law enforcement.



SEE PAGE 3 FOR TIER PRICING

TIER  
5



## BAREFOOT IN THE PARK

April 23 – May 24, 2020  
O'Reilly Theater

By Neil Simon

Space Reservation: 4/1 Artwork Deadline: 4/8

How long can the honeymoon last after a newlywed couple move into their first New York apartment? There are bound to be plenty of ups and downs since they live on the fifth floor! Add to that, bride Corie is an impulsive free-spirit while groom Paul is a buttoned-up lawyer. *Barefoot* was Neil Simon's first smash success, premiering on Broadway in 1963 and running for nearly four years. Our revival of this bubbly romantic comedy will prove that young love never goes out of style.

TIER  
5



## THE CAKE

June 4 – July 3, 2020  
O'Reilly Theater

By Bekah Brunstetter

Space Reservation: 5/13 Artwork Deadline: 5/20

Della lives in Winston, North Carolina where her bakery is filled with delicious treats. When Jen returns to her hometown from New York and announces that she's planning her wedding, Della can't wait to make the cake. That is until she finds out that Jen is marrying another woman. Gay and straight, Brooklyn and the Bible Belt, sex and shame are just some of the ingredients vigorously stirred into this funny and incisive new play by Bekah Brunstetter, celebrated writer of TV's "This is Us."

TIER  
5

## SPECIAL EVENTS



## THE SECOND CITY'S GREATEST HITS, VOLUME 59

August 23 & 24, 2019  
O'Reilly Theater

Space Reservation: 7/24 Artwork Deadline: 8/6

Celebrating 60 years of being the funniest people on the planet, the next generation of comedy superstars will put their spin on The Second City's best-loved sketches re-booted for today. Three shows only: August 23 at 8 pm and August 24 at 5 & 9 pm.

TIER  
8



## YINZER YULETIDE

December 12 – December 22, 2019  
O'Reilly Theater

Space Reservation: 11/20  
Artwork Deadline: 11/27

WQED-TV favorite Rick Sebak is making a list and checking it twice to find out who will join him live onstage at the O'Reilly Theater during the holidays. This brand-new seasonal series of variety shows will feature Pittsburgh celebrities and festivities with all the trimmings for eight performances. Stay tuned for details.

TIER  
7

Music Director Manfred Honeck is delighted to present the 2019-2020 season of BNY Mellon Grand Classics concerts for you to experience at Heinz Hall, featuring superstar soloists Gil Shaham, Hélène Grimaud and Yefim Bronfman, with masterworks by Beethoven, Mozart, Tchaikovsky, Puccini, Grieg, and much more!



### Book #1 (BNYMGC 1)

Space Reservation: 8/28 Artwork Deadline: 9/9

#### OPENING WEEKEND SPECTACULAR

Sept. 20 & 22, 2019

Heinz Hall

**Manfred Honeck**, conductor

**James Ehnes**, violin

**Julia Wolfe**: *Fountain of Youth*

PSO Co-Commission / PSO Premiere

- **Mozart**: Violin Concerto No. 4
- **Dvořák**: *Scherzo capriccioso*
- **Saint-Saëns**: Introduction and Rondo capriccioso
- **Borodin**: "Polovtsian Dances" from *Prince Igor*



#### PSO BNY MELLON GRAND CLASSICS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
BNY MGC 63.1%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
BNY MGC 57.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
BNY MGC 82.8%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING



### Book #2 (BNYMGC 2 & 3)

Space Reservation: 9/18

Artwork Deadline: 9/30



#### BEETHOVEN "EROICA"

Oct. 11 & 13, 2019

Heinz Hall

**Manfred Honeck**, conductor

**Matthias Goerne**, baritone

- **Sibelius**: "The Swan of Tuonela"
- **Schubert/Strauss**: *Lieder* | PSO Premiere
- **Beethoven**: Symphony No. 3, "Eroica"

#### FROM PITTSBURGH TO EUROPE

Oct. 18-20, 2019

Heinz Hall

**Manfred Honeck**, conductor

**Igor Levit**, piano



#### FRIDAY

- **Mason Bates**: *Resurrexit*
- **Mozart**: Piano Concerto No. 22
- **Shostakovich**: Symphony No. 5

#### SATURDAY

- **James MacMillan**: *Larghetto for Orchestra*
- **Rachmaninoff**: *Rhapsody on a Theme of Paganini*
- **Shostakovich**: Symphony No. 5

#### SUNDAY

- **Mozart**: Piano Concerto No. 22
- **Bruckner**: Symphony No. 9

### Book #3 (BNYMGC 4 & 5)

Space Reservation: 10/30

Artwork Deadline: 11/12



#### THANKSGIVING TRADITION -

Nov. 29 & Dec. 1, 2019

Heinz Hall

**Manfred Honeck**, conductor

**Narek Hakhnazaryan**, cello

- **Khachaturian**: Concerto-Rhapsody for Cello and Orchestra | PSO Premiere
- **Strauss Family**: Waltzes and Polkas



#### MOZART AND SIBELIUS

Dec. 6 & 8, 2019



Heinz Hall

**Osmo Vänskä**, conductor

**Augustin Hadelich**, violin

- **Nielsen**: *Helios Overture* | PSO Premiere
- **Mozart**: Violin Concerto No. 2
- **Thomas Adès**: Violin Concerto, "Concentric Paths" | PSO Premiere
- **Sibelius**: Symphony No. 3



**Book #4 (BNYMGC 6)**

TIER 6

Space Reservation: 12/18

Artwork Deadline: 1/2

**BOLÉRO!**

Jan. 17-19, 2020

Heinz Hall

Manfred Honeck, conductor

Seong-Jin Cho, piano

- **Bartók:** Concerto for Orchestra
- **Liszt:** Piano Concerto #2
- **Ravel:** Boléro

**Book #5 (BNYMGC 7)**

TIER 7

Space Reservation: 1/2

Artwork Deadline: 1/13

**BEETHOVEN "FIDELIO"**

Jan. 24 &amp; 26, 2020

Heinz Hall

Manfred Honeck, conductor

The Mendelssohn Choir of Pittsburgh

- **Beethoven:** Fidelio (opera in concert)

**Book #6 (BNYMGC 8 & 9)**

TIER 5

Space Reservation: 1/22

Artwork Deadline: 2/3

**VALENTINE'S ROMANCE**

Feb. 14 - 16, 2020

Heinz Hall

Vasily Petrenko, conductor

Ray Chen, violin

- **Elgar:** Cockaigne Overture
- **Sibelius:** Violin Concerto
- **Ravel:** Daphnis et Chloé - Suites No. 1

**TCHAIKOVSKY VIOLIN CONCERTO**

Feb. 21 &amp; 23, 2020

Heinz Hall

Juraj Valčuha, conductor

Baiba Skride, violin

- **Glazunov:** Valse de Concert No. 1
- **Tchaikovsky:** Violin Concerto
- **Prokofiev:** Symphony No. 3 | PSO Premiere

**Book #7 (BNYMGC 10 & 11)**

TIER 5

Space Reservation: 2/12

Artwork Deadline: 2/24

**GREIG'S BELOVED PIANO CONCERTO**

March 6 &amp; 8, 2020

Heinz Hall

Sir Mark Elder, conductor

Yulianna Avdeeva, piano

- **Berlioz:** King Lear Overture
- **Grieg:** Piano Concerto
- **Sibelius:** Symphony No. 1

**BRAHMS FIRST**

March 13 &amp; 15, 2020

Heinz Hall

Jakub Hrůša, conductor

Alina Ibragimova, violin

- **Shostakovich:** Violin Concerto No. 1
- **Brahms:** Symphony No. 1

**Book #8 (BNYMGC 12 & 13)**

TIER 5

Space Reservation: 3/4

Artwork Deadline: 3/16

**PETRUSHKA!**

March 27 &amp; 29, 2020

Heinz Hall

Jukka-Pekka Saraste, conductor

Randolph Kelly, viola

- **Kodály:** Dances of Galánta
- **Bartók:** Viola Concerto
- **Stravinsky:** Petrushka (1911 version)

**GIL SHAHAM RETURNS**

April 3 &amp; 5, 2020

Heinz Hall

Matthias Pintscher, conductor

Gil Shaham, violin

- **Mozart:** Violin Concerto No. 5
- **Ravel:** Tzigane
- **Matthias Pintscher:** Ex Nihilo PSO Premiere
- **Debussy:** La mer



**Book #9** (BNYMGC 14 & 15)

Space Reservation: 3/25  
Artwork Deadline: 4/6

TIER 5

**BEETHOVEN MISSA SOLEMNIS**

April 17 & 19, 2020  
Heinz Hall

**Manfred Honeck**, conductor  
**The Mendelssohn Choir of Pittsburgh**  
• **Beethoven**: *Missa Solemnis*

**HÉLÈNE GRIMAUD**

April 24-26, 2020  
Heinz Hall

**Manfred Honeck**, conductor  
**Hélène Grimaud**, piano  
• **Brahms**: Symphony No. 3  
• **Brahms**: *Academic Festival Overture*  
• **Schumann**: Piano Concerto

**Book #10** (BNYMGC 16 & 17)

Space Reservation: 4/15  
Artwork Deadline: 4/27

TIER 5

**ROMANTIC CHOPIN**

May 8-10, 2020  
Heinz Hall

**Juanjo Mena**, conductor  
**Benjamin Grosvenor**, piano  
• **Haydn**: Symphony No. 85, "La Reine"  
• **Chopin**: Piano Concerto No. 1  
• **Mendelssohn**: Symphony No. 4, "Italian"

**ELGAR CELLO CONCERTO**

May 15 & 17, 2020  
Heinz Hall

**Pablo Heras-Casado**, conductor

**Alisa Weilerstein**, cello  
• **Britten**: "Four Sea Interludes" from *Peter Grimes*  
• **Elgar**: Cello Concerto  
• **Mendelssohn**: Symphony No. 3, "Scottish"

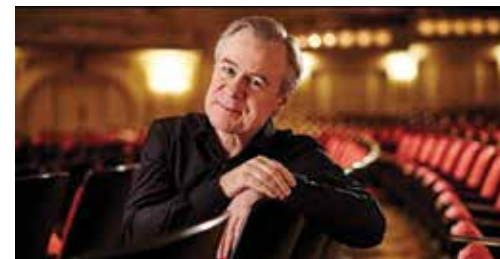
**Book #11** (BNYMGC 18)

Space Reservation: 5/6  
Artwork Deadline: 5/18

TIER 6

**TCHAIKOVSKY "PATHETIQUE"**

May 29-31, 2020  
Heinz Hall



**David Robertson**, conductor

**Jan Lisiecki**, piano  
• **Georges Lentz**: *Jerusalem (after Blake)* PSO Premiere  
• **Mendelssohn**: Piano Concerto No. 1  
• **Tchaikovsky**: Symphony No. 6, "Pathétique"

**PSO BNY MELLON GRAND CLASSICS AUDIENCE DEMOGRAPHICS**

Education: % With a College Degree or Greater  
BNY MGC 63.1%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
BNY MGC 57.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
BNY MGC 82.8%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING

TIER

**Book #12** (BNYMGC 19 & 20)

Space Reservation: 5/18  
Artwork Deadline: 6/1

TIER 5

**BEETHOVEN SEVENTH**

June 12 & 14, 2020  
Heinz Hall

**Manfred Honeck**, conductor  
**Nikolaj Znaider**, violin  
• **Webern**: *Im Sommerwind*  
• **Brahms**: Violin Concerto  
• **Beethoven**: Symphony No. 7

**BRONFMAN PLAYS BEETHOVEN**

June 19-21, 2020  
Heinz Hall

**Manfred Honeck**, conductor  
**Yefim Bronfman**, piano  
• **Beethoven**: Piano Concerto No. 4  
• **Bruckner**: Symphony No. 7



Experience the power of music! From soul to doo wop, from Beatles to Broadway to Bugs Bunny, you will be wowed by the power of your GRAMMY-winning Pittsburgh Symphony Orchestra playing so many popular favorites in the 2019-2020 PNC Pops season.

## RESPECT: A TRIBUTE TO ARETHA FRANKLIN

Oct. 4-6, 2020  
Heinz Hall

Space Reservation: 9/11 Artwork Deadline: 9/23

**John Morris Russell**, conductor

The Pittsburgh Symphony Orchestra pays some R-E-S-P-E-C-T to Aretha Franklin, featuring your favorite hits from the Queen of Soul! You'll hear powerhouse vocalists perform "Respect," "Think," "Rescue Me" and much more, in this incredible kickoff to the PNC Pops season.



### PSO PNC POPS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
PNC Pops 58.5%  
Pittsburgh Average 30.7%

Affluence: % With a Household Income of \$75K or more  
PNC Pops 59.7%  
Pittsburgh Average 36%

Homeowners: % of Homeowners  
PNC Pops 87.8%  
Pittsburgh Average 71.8%

SEE PAGE 3 FOR TIER PRICING

## REVOLUTION: THE BEATLES SYMPHONIC EXPERIENCE

Nov. 15-17, 2020  
Heinz Hall

Space Reservation: 10/23 Artwork Deadline: 11/4

**Todd Ellison**, conductor

Celebrate the 50th anniversary of the Beatles' greatest album *Abbey Road* with the Pittsburgh Symphony Orchestra. *Revolution: The Beatles Symphonic Experience* features new arrangements of "Come Together," "Because," "Here Comes the Sun," "Hey Jude," and many more hits from their catalogue, plus hundreds of rare and unseen photos of the Fab Four!



## HIGHMARK HOLIDAY POPS

Dec. 13-15 & 20-22, 2020  
Heinz Hall

Space Reservation: 11/20  
Artwork Deadline: 12/2

**Daniel Meyer**, conductor  
**Ashley Brown**, vocals  
**The Mendelssohn Choir of Pittsburgh**  
**Chris Sanders**, special guest

Deck the halls with boughs of holly – and all of your favorite holiday music! Bring the whole family to experience Pittsburgh's holiday tradition with the Pittsburgh Symphony Orchestra, The Mendelssohn Choir of Pittsburgh, Broadway star Ashley Brown, and Santa Claus, too!



### SENSORY-FRIENDLY PERFORMANCE - Saturday, Dec. 21 at 2:30 p.m.

Customized especially for patrons with autism spectrum disorders or other disabilities that create sensory sensitivities to enjoy a symphony concert together with family and friends in a relaxed, inclusive environment.

## BLOCKBUSTER BROADWAY!

Feb. 7-9, 2020  
Heinz Hall

Space Reservation: 1/15 Artwork Deadline: 1/27

**Stuart Chafetz**, conductor  
**Jessica Hendy**, vocals  
**Kelli Rabke**, vocals  
**Scott Coulter**, vocals  
**The Hamlich-Page Student Choir**

The only thing better than spending and evening at a hit Broadway show is spending an evening with ALL of them. Celebrate *Wicked*, *Jersey Boys*, *The Lion King*, *Annie*, *The Phantom of the Opera* and more in one thrilling performance!



## BUGS BUNNY AT THE SYMPHONY

30th Anniversary Edition

March 20-22, 2020  
Heinz Hall

Space Reservation: 2/24  
Artwork Deadline: 3/9

**George Daugherty**, conductor

"What's up, Doc?" An enormously fun blend of classical music and classic animation! Bugs Bunny and his **Looney Tunes** pals return for the 30th anniversary of the landmark *Bugs Bunny at the Symphony* concerts. The world's most iconic **Looney Tunes** – from *What's Opera, Doc?* to *The Rabbit of Seville* and a dozen others – will be projected on the big screen, while their exhilarating original scores are played live. Created by George Daugherty & David Ka Lik Wong.  
TM & © Warner Bros. Entertainment Inc.  
(s19)



## PAUL SHAFFER

May 1-3, 2020  
Heinz Hall

Space Reservation: 4/8 Artwork Deadline: 4/20

**J. Ernest Green**, conductor

**Paul Shaffer**, vocals and keyboard  
**Valerie Simpson**, vocals

Join Paul Shaffer for an evening of his favorite pop, R&B and jazz songs, along with legendary Motown singer-songwriter Valerie Simpson! Shaffer, known as David Letterman's bandleader and musical director for more than three decades, will take you on a remarkable trip down memory lane with his music and his stories in this incredible concert with the Pittsburgh Symphony.



## THE DOO WOP PROJECT

June 5-7, 2020  
Heinz Hall

Space Reservation: 5/13 Artwork Deadline: 5/25

**Lawrence Loh**, conductor

**Dwayne Cooper**, vocals  
**Dominic Nolfi**, vocals  
**Charl Brown**, vocals  
**Dominic Scaglione Jr.**, vocals  
**Russell Fischer**, vocals  
**Santino Paladino**, piano

From five guys singing harmonies on a street corner to the hits on the radio today, The Doo Wop Project takes you from the origins of Doo Wop to the favorites you know and love. You'll hear the music of the Crests, the Belmonts, the Flamingos, Smokey Robinson, the Temptations, the Four Seasons and much more! Straight from Broadway, their unbelievable voices recreate—and sometimes entirely reimagine—some of the greatest music in American pop and rock history!



The Fiddlesticks Family Concert Series introduces children, from the ages of three to eight, to the world of orchestral music. Pre-concert Discovery Time Adventures in Heinz Hall acquaint children with the theme of the concert through musician meet-and-greets, hands-on activities, dancing, sing-alongs and more! The concerts offer 45 minutes of short musical works in an interactive adventure focused on a particular theme. *Sensory-friendly accommodations are available at each performance.*

## UP AND AWAY!

Nov. 23, 2019  
Heinz Hall



Space Reservation: 10/30 Artwork Deadline: 11/12

**Andrés Franco**, conductor  
**Katy Williams**, vocals

Take flight with Fiddlesticks and the Pittsburgh Symphony Orchestra! Your imagination will soar through the sky like a *Firebird*, you'll dream of the moonlight (*Claire de lune*), and maybe make a *Wish Upon a Star*. In honor of the 50th anniversary of the Moon landing, Fiddlesticks celebrates the music of flight, with everything from John Williams' *Star Wars* scores to favorites by Debussy and Stravinsky.



### PSO FIDDLESTICKS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
Fiddlesticks 69.9%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
Fiddlesticks 72.2%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
Fiddlesticks 85.2%  
Pittsburgh Average 71.2%

## LOVE IS IN THE AIR

February 1, 2020  
Heinz Hall



Space Reservation: 1/8 Artwork Deadline: 1/21

**Andrés Franco**, conductor  
**Katy Williams**, vocals

Roses are red, violets are blue, Fiddlesticks loves music, and you do too! In February, Fiddlesticks shows some love to his friends and PSO family members with the music of Gershwin, Elgar and much more. Sing along to "You've Got a Friend in Me" from *Toy Story*, and celebrate Mr. Rogers with "Won't You Be My Neighbor" in this salute to the music of love.

## SPRING HAS SPRUNG

April 4, 2020  
Heinz Hall

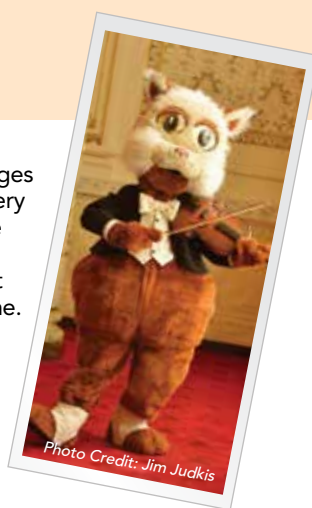


Space Reservation: 3/11 Artwork Deadline: 3/23

**Earl Lee**, conductor  
**Katy Williams**, vocals

Spring is in the air! You'll hear Vivaldi's "Spring" from *The Four Seasons*, Ravel's *Mother Goose Suite*, and Strauss's *Voices of Spring* waltz – music that reminds Fiddlesticks of his favorite springtime activities. Fiddlesticks can't wait to share it with you and your family!

SEE PAGE 3 FOR TIER PRICING



## E.T. THE EXTRA-TERRESTRIAL IN CONCERT

(film with live orchestra)

Oct. 3, 2019  
Heinz Hall



Space Reservation: 9/11 Artwork Deadline: 9/23

Director Steven Spielberg's heartwarming masterpiece is one of the brightest stars in motion picture history. Filled with unparalleled magic and imagination, *E.T. The Extra-Terrestrial* follows the moving story of a lost little alien who befriends a 10-year-old boy named Elliott. Experience all the mystery and fun of their unforgettable adventure in the beloved movie that captivated audiences around the world, complete with John Williams' Academy Award®-winning score performed live by the Pittsburgh Symphony Orchestra in sync to the film projected on a huge HD screen!  
TM & © Universal Studios.  
©A.M.P.A.S.®



## HANDEL'S MESSIAH

Dec. 7, 2019  
Heinz Hall



Space Reservation: 11/6  
Artwork Deadline: 11/18

**Osmo Vänskä**, conductor  
**The Mendelssohn Choir of Pittsburgh**

The Pittsburgh Symphony Orchestra, an all-star cast of soloists and The Mendelssohn Choir of Pittsburgh join together for one of the most festive musical events of the year.



## CELTIC WOMAN: HOME FOR CHRISTMAS

Dec. 18, 2019  
Heinz Hall



Space Reservation: 11/20 Artwork Deadline: 12/9

Celebrate this holiday season with the celestial voices of multi-platinum Irish singing sensation Celtic Woman as they present *Home For Christmas — The Symphony Tour*. Featuring music from the all-female music ensemble's second Christmas album, *Home For Christmas*, including holiday favorites "I'll Be Home for Christmas" and "Silent Night." Celtic Woman and *Home For Christmas — The Symphony Tour*, will promise an enchanting and festive evening filled with mesmerizing music, performance and holiday cheer.



### PITTSBURGH SYMPHONY SPECIALS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater  
PSO Specials 54%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more  
PSO Specials 57.8%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners  
PSO Specials 84.5%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING



## PITTSBURGH SYMPHONY SPECIALS



### RAIDERS OF THE LOST ARK IN CONCERT

(film with live orchestra)

Feb. 27, 2020  
Heinz Hall

Space Reservation: 2/5 Artwork Deadline: 2/18

The film that gave the world one of its greatest movie heroes, Indiana Jones, is back and better than ever before! Relive the magic on the silver screen with the original great adventure... *Raiders of the Lost Ark*... with John Williams' epic score performed live to the picture by the Pittsburgh Symphony Orchestra!

© 1981 Lucasfilm Ltd. All Rights reserved.  
Presentation licensed by Bantha Music c/o Walt Disney Music Company. © All rights reserved.

TIER  
8

### ANNE-SOPHIE MUTTER WITH THE PITTSBURGH SYMPHONY ORCHESTRA

June 13, 2020  
Heinz Hall

Space Reservation:  
5/22  
Artwork Deadline:  
6/3

Anne-Sophie Mutter,  
violin

Hailed by The New York Times as "commanding dramatic sweep" and "wondrous subtlety," four-time GRAMMY-winning virtuoso Anne-Sophie Mutter returns to Pittsburgh, performing Beethoven's magnificent Violin Concerto.



TIER  
8

### THE CHIEFTAINS - THE IRISH GOODBYE TOUR

March 9, 2020  
Heinz Hall

Space Reservation: 2/19 Artwork Deadline: 3/2

After fifty-seven years of making some of the most beautiful music in the world, The Chieftains remain as fresh and relevant as when they first began. The six-time Grammy Award - winners have been highly recognized for reinventing traditional Irish music on a contemporary and international scale. Their ability to transcend musical boundaries to blend tradition with modern music has notably hailed them as one of the most renowned and revered musical groups to this day. Come see them perform at what will be a memorable evening of music, song and dance on this final journey.



TIER  
8

OTHER SPECIALS  
WILL BE SCHEDULED  
THROUGHOUT  
THE SEASON.

#### PITTSBURGH SYMPHONY SPECIALS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater

PSO Specials 63.1%  
Pittsburgh Average 31.6%

Affluence: % With a Household Income of \$75K or more

PSO Specials 57.6%  
Pittsburgh Average 38.1%

Homeowners: % of Homeowners

PSO Specials 82.8%  
Pittsburgh Average 71.2%

SEE PAGE 3 FOR TIER PRICING

TIER

CULTURAL  
DISTRICT

# 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!

PERFORMANCES	RESERVATION DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
<b>SEPTEMBER 2019</b>			
9/4-29	8/7	PNC Broadway	The Lion King
9/12 - 10/13	8/14	Pittsburgh Public Theater	A Few Good Men
9/20-22	8/28	August Wilson- African	Highmark Blues and Heritage Festival American Cultural Center
9/20-22	8/28	PSO: Mellon Grand Classics	MGC #1 Opening Weekend
9/21-5/5	8/28	Pittsburgh Dance Council	Dance Council Combo Book
9/26	9/3	Cohen & Grisby Trust Presents	Black Violin

<b>OCTOBER 2019</b>			
10/3	9/11	PSO: Specials	E.T. The Extra-Terrestrial in Concert
10/4-6	9/11	PNC Pops	Respect: A Tribute to Aretha Franklin
10/6	9/11	Cohen & Grisby Presents	Master Chief Junior Live
10/10	9/18	Cohen & Grisby Presents	Catapult
10/11-12	9/18	Cohen & Grisby Presents	That Golden Girls Show- A Parody
10/11-20	9/18	PSO: Mellon Grand Classics	MGC 2 & MGC 3: Beethoven Erotica/ From Pittsburgh to Europe
10/12-20	9/18	Pittsburgh Opera	Wolfgang Amadeus Mozart's Don Giovanni
10/14- 4/13	9/3	Cultural Trust Cabaret	Trust Cabaret Combo Book
10/17	9/25	August Wilson-African American Cultural Center	TRUTHSayers: April Ryan
10/18-19	9/25	Cohen & Grisby Presents	The Office- A Musical Parody!
10/25-27	10/2	Pittsburgh Ballet Theatre	Giselle
10/29- 11/3	10/2	PNC Broadway	Mean Girls
Oct - Jan	TBA	Pittsburgh CLO Cabaret	Fall Cabaret Show

PERFORMANCES	RESERVATION DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
<b>NOVEMBER 2019</b>			
11/6	10/9	Cohen & Grisby Trust Presents	Taj Express
11/7- 12/8	10/9	Pittsburgh Public Theater	School Girls; or, The African Mean Girls Play
11/8-9	10/16	EQT Bridge Theater Series	Walk Two Moons
11/9- 17	10/16	Pittsburgh Opera	Daniel Catán's Florencia en el Amazonas
11/15-17	10/23	PNC Pops	Revolution: The Beatles Symphonic Experience
11/16	10/23	August Wilson-African American Cultural Center	Soul Sessions: Daley
11/17-24	10/23	Citizens Bank Children's Theater Series	Judy Moody and Stink
11/19-24	10/23	PNC Broadway	A Bronx Tale
11/23	10/30	Fiddlesticks Family Concerts	Fiddlesticks #1: Up and Away
11/26-12/1	10/30	PNC Broadway	Les Miserables
11/29 & 12/1	10/30		PSO: Mellon Grand Classics MGC #4 & MGC #5: Thanksgiving Tradition/Mozart and Sibelius
11/30	10/30	Cohen & Grisby Trust Presents	Lightwire Very Electric Christmas

<b>DECEMBER 2019</b>			
12/6-7	11/6	August Wilson-African American Cultural Center	We Want the Funk Festival
12/6-29	11/6	Pittsburgh Ballet Theatre	The Nutcracker
12/6-22	11/6	Pittsburgh CLO	A Musical Christmas Carol
12/7	11/6	PSO:Specials	Handel's Messiah
12/12-22	11/ 20	Pittsburgh Public Theater	Yinzer Yuletide
12/13-15 & 12/20-22	11/20	PNC Pops	Highmark Holiday Pops
12/18	11/20	PSO:Specials	Celtic Woman: Home for Christmas
12/26-29	11/20	PNC Broadway	The Illusionists - Magic of the Holidays
12/31- 1/5	12/4	PNC Broadway	Jesus Christ Superstar



PERFORMANCES	RESERVATION DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
<b>JANUARY 2020</b>			
1/5-12	12/4	Citizens Bank Children's Theater Series	Magic School Bus: Lost In The Solar System
1/17-18	12/18	EQT Bridge Theater Series	Mad Libs Live
1/17-19	12/18	PSO: Mellon Grand Classics	MGC #6: Boléro
1/23- 2/23	1/2	Pittsburgh Public Theater	Little Shop of Horrors
1/24 & 26	1/2,	PSO: Mellon Grand Classics	MGC #7: Beethoven "Fidelio"
1/25- 2/2	1/2	Pittsburgh Opera	George Frideric Handel's Alcina
Jan. - Mar.	TBA	Pittsburgh CLO Cabaret	Winter Cabaret Show
<b>FEBRUARY 2020</b>			
2/1	1/8	PSO: Fiddlesticks	Love Is In The Air
2/4-9	1/15	PNC Broadway	Miss Saigon
2/7-9	1/15	PNC Pops	Blockbuster Broadway
2/14-23	1/22	PSO: Mellon Grand Classics	MGC #8 & 9: Valentine's Romance Tchaikovsky Violin Concerto
2/14-23	1/22	Pittsburgh Ballet Theater	Beauty and the Beast
2/22-3/1	1/2	Pittsburgh Opera	The Last American Hammer
2/23	1/29	Citizens Bank Children's Theater Series	Earth's Prehistoric Aquarium Adventure - The Mystery of the Dinosaurs of the Deep
2/25- 3/1	2/5	PNC Broadway	Cats
2/27	2/5	PSO: Specials	Raiders of the Lost Ark in Concert
<b>MARCH 2020</b>			
3/5- 4/5	2/12	Pittsburgh Public Theater	American Son
3/6-15	2/12	PSO: Mellon Grand Classics	MGC 10 & 11: Greig's Beloved Piano Concerto/Brahms First
3/9	2/19	PSO Specials	The Chieftains - The Irish Goodbye Tour
3/10-15	2/19	PNC Broadway	The Band's Visit
3/20-22	2/24	PNC Pops	Bugs Bunny at the Symphony
3/20-29	2/24	Pittsburgh Ballet Theatre	Here & Now
3/22-29	2/24	Citizens Bank Children's Theater Series	Diary of a Wombat
3/27-4/5	3/4	PSO: Mellon Grand Classics	MGC 12 & 13: Petrushka!/ Gil Shaham Returns
3/28-4/5	3/4	Pittsburgh Opera	George Bizet's Carmen

PERFORMANCES	RESERVATION DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
<b>APRIL 2020</b>			
4/3-4	3/11	EQT Bridge Theater Series	Pss Pss
4/4	3/11	PSO: Fiddlesticks #3	Spring Has Sprung
4/6	3/18	Cohen & Grigsby Trust Presents	One Night of Queen
4/7-12	3/18	PNC Broadway	Summer
4/17-19	3/25	Pittsburgh Ballet Theatre	Balanchine & Tchaikovsky
4/17-26	3/25	PSO: Mellon Grand Classics	MGC 14 & 15: Beethoven Missa Solemnis/Hélène Grimaud
4/23-5/ 24	4/1	Pittsburgh Public Theater	Barefoot in the Park
4/25- 5/3	4/1	Pittsburgh Opera	Vincenzo Bellini's Norma
Apr. - May	TBA	Pittsburgh CLO Cabaret	Spring Cabaret Show
<b>MAY 2020</b>			
5/1-3	4/8	PNC Pops	Paul Shaffer
5/8-17	4/15	PSO: Mellon Grand Classics	MGC 16 & 17: Romantic Chopin/ Elgar Cello Concerto
5/12-17	4/22	PNC Broadway	Escape to Margaritaville
5/22-23	4/29	Pittsburgh Ballet Theatre	PBT School Spring Performance
5/23	5/8	Pittsburgh CLO	Gene Kelly Awards
5/29-31	5/6	PSO: Mellon Grand Classics	MGC 18: Tchaikovsky "Pathetique"
May - Aug	TBA	Pittsburgh CLO Cabaret	Summer Cabaret Show
<b>JUNE 2020</b>			
6/ 4-7/3	5/13	Pittsburgh Public Theater	The Cake
6/5-7	5/13	PNC Pops	The Doo Wop Project
6/12-21	5/18	PSO: Mellon Grand Classics	MGC 19 & 20: Beethoven Seventh/ Bronfman Plays Beethoven
6/13	5/18	PSO Specials	Anne-Sophie Mutter
<b>JULY 2020</b>			
TBA			
<b>AUGUST 2020</b>			
TBA			
<b>SEPTEMBER 2020</b>			
TBA			

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.



ARTISTIC DIRECTOR TERENCE S. ORR  
PITTSBURGH BALLET THEATRE



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

Invoices will be sent the month following all insertions made throughout the Pittsburgh Cultural District.

Credit terms extended to advertisers are 30 days net. No cash or pre-payment discounts apply. We may request pre-payment from first time customers before credit is extended. 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 Chloe Dixon 412.930.8040 or via email [dixon@CulturalDistrict.org](mailto:dixon@CulturalDistrict.org)

W-9 forms will be provided upon request.

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 by email with all fonts and all high resolution (300 dpi) images included and embedded. **Please send to [advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org).** We are unable to accept zip files via email. If your file is larger than 25 MB including any email text, you will need to upload the file to our website. Visit [www.culturaldistrict.org](http://www.culturaldistrict.org) and select the "about" tab on the home page. Click on "advertising" and scroll down to click the "upload your artwork" link. **PDF files are preferred.**

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. 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.*

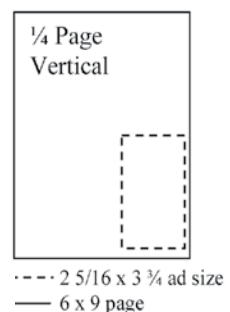
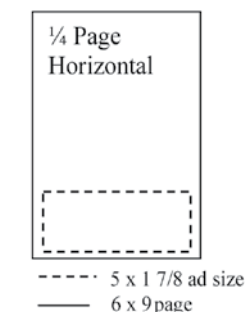
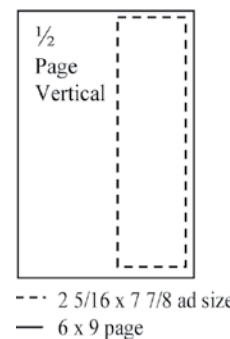
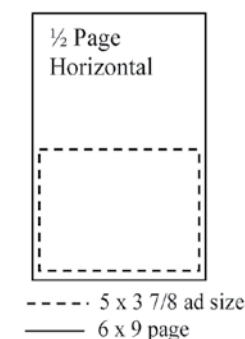
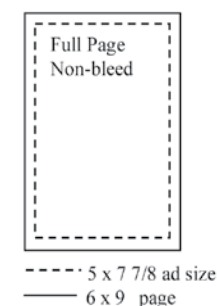
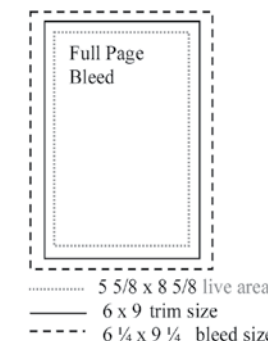
Ad must be formatted to the proper mechanical requirements dictated by contracted size. Any creation or alterations of ad materials will be the responsibility of the advertiser/agency. Shared Services can offer a list of freelance designers you may contract to assist you in bringing your ad materials 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 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**  
  
Email: [advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org)  
Questions? Call 412-471-1497

## AD LAYOUT SIZES







#### **OMNI HOTELS & RESORTS**

"With media consumption evolving so rapidly, it is evermore important to impact your local market in a meaningful way. That is precisely why we look to the Pittsburgh Cultural District for partnership. This relationship allows us to connect with our desired demographics and support art and culture simultaneously. We will keep this program in our media plan for years to come."

Sarah Shriber

**Area Director of Marketing, Omni Hotels & Resorts**

#### **BAKER TILLY VIRCHOW KRAUSE LLP**

"Through our advertising with the Pittsburgh Cultural District, we've had the opportunity to reach a new audience while also supporting the performing arts community. The Sales team has been a pleasure to work with as they take time to understand our firm and our advertising goals. This relationship has developed into a win — win for both parties."

Rachel Trunk

**Senior Marketing Associate**

#### **GROVE CITY COLLEGE**

Grove City College is pleased to support the arts in Pittsburgh through the myriad outstanding offerings the Pittsburgh Cultural District affords. We find it an effective channel through which to reach prospective students, parents, alumni and friends who also place great value on educating tomorrow's leaders today. We find the Cultural District a perfect fit to deliver the Grove City College message — equipping graduates of the highest proficiency, purpose, and principles ready to advance the common good.

Jacquelyn P. Muller

**Senior Director of Communications**



---

To schedule advertising in  
Pittsburgh Cultural District programs call **412-471-1497**  
or email **[advertising@culturaldistrict.org](mailto:advertising@culturaldistrict.org)**

