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FOR IMMEDIATE RELEASE

EXTENDED AGAIN BY POPULAR DEMAND: *ERMA BOMBECK: AT WIT'S END* WILL NOW RUN THROUGH FEBRUARY 25

Gannett Newspaper's "Suburban Outlaw" Pam Sherman stars.

Due to public demand, the play has been extended for a second time and will now run through February 25.

Rochester, N.Y., January 25, 2018 – Geva Theatre Center's 2017-2018 Fielding Studio Series continues with *Erma Bombeck: At Wit's End* by Allison Engel and Margaret Engel. This production stars Pam Sherman and is directed by Mark Cuddy.

On January 3, the theatre announced that due to public demand (many performances were already sold out), the run, which begins on January 25 and originally scheduled to end on February 11, had been extended for an additional week. Today, the theatre announces that those added performances are now nearly sold out or have limited availability and, due to increased demand, **has extended the show through February 25.**

Erma Bombeck, one of our country's most beloved humorists, captured the frustrations of her generation by asking, "If life is a bowl of cherries, what am I doing in the pits?" Starring nationally-syndicated columnist "Suburban Outlaw" Pam Sherman, this is the story behind America's favorite average housewife who championed the lives of women with an incomparable wit that sprang from the most unexpected place of all — the truth.

Pam Sherman stars as Erma Bombeck in this one-woman tour-de-force. She is a nationally-syndicated columnist, actor, recovering lawyer and leadership consultant who was profiled in *People Magazine* about her career transition from attorney to actor. Her nationally-syndicated column, *The Suburban Outlaw*, can be read in Gannett publications, including the *Democrat & Chronicle*, *Rochester Magazine* and *USA Today*. Her best-selling book, *The Suburban Outlaw: Tales from the EDGE* is sold on Amazon.

Erma Bombeck: At Wit's End is directed by Geva's Artistic Director, Mark Cuddy. The creative team includes Sam Hoderlein (Scenic Design), Casey McNamara (Costume Design), Derek Madonia (Lighting Design), Dan Roach (Sound Design) and Jenni Werner (Dramaturg).

***Erma Bombeck: At Wit's End* begins performances on January 25 and runs in the Fielding Stage through February 25.**

The Fielding Studio Series is supported in part by the Gouvernet Arts Fund at The Community Foundation. Media Sponsor for the Fielding Studio Series is Mix 100.5 FM. *Erma Bombeck: At Wit's End* is supported in part by Associate Producers The College at Brockport and the *Democrat & Chronicle*.

Photo Attached: Pam Sherman as Erma Bombeck. Photo by Goat Factory Media Entertainment.

**For further information, additional photographs or to arrange interviews, please contact:
Dawn Kellogg, Communications Manager, (585) 420-2059.**

PERFORMANCE SCHEDULE

PREVIEWS: Thursday, January 25 @ 7pm **SOLD OUT**
Friday, January 26 @ 7pm **SOLD OUT**
Saturday, January 27 @ 2:30pm (Open captioned performance) **SOLD OUT**

OPENING: Saturday, January 27 @ 7:30pm **SOLD OUT**

PERFORMANCES: Sunday, January 28 @ 3pm **SOLD OUT** and 7:30pm **SOLD OUT**
Tuesday, January 30 @ 7pm **SOLD OUT**
Wednesday, January 31 @ 7pm **SOLD OUT**
Thursday, February 1 @ 7pm **SOLD OUT**
Friday, February 2 @ 7pm **SOLD OUT**
Saturday, February 3 @ 2:30pm **SOLD OUT** and 7:30pm **SOLD OUT**
Sunday, February 4 @ 3pm **SOLD OUT**
Tuesday, February 6 @ 7pm **SOLD OUT**
Wednesday, February 7 @ 7pm **SOLD OUT**
Thursday, February 8 @ 7pm **SOLD OUT**
Friday, February 9 @ 7pm **SOLD OUT**
Saturday, February 10 @ 2:30pm **SOLD OUT** and 7:30pm
Sunday, February 11 @ 3pm **SOLD OUT** and 7:30pm
Tuesday, February 13 @ 7pm **SOLD OUT**
Wednesday, February 14 @ 7pm
Thursday, February 15 @ 7pm
Friday, February 16 @ 7pm
Saturday, February 17 @ 2:30pm **SOLD OUT** and 7:30pm
Sunday, February 18 @ 3pm **SOLD OUT**

Added Performances:

Tuesday, February 20 @ 7pm
Wednesday, February 21 @ 7pm
Thursday, February 22 @ 7pm
Friday, February 23 @ 7pm
Saturday, February 24 @ 2:30pm and 7:30pm
Sunday, February 25 @ 3pm

TICKET PRICES: Tickets start at \$54.

RESERVATIONS: (585) 232-GEVA (4382), Website: www.gevatheatre.org

LOCATION: Fielding Stage, Geva Theatre Center, 75 Woodbury Blvd, Rochester, NY 14607

GEVA THEATRE CENTER

Founded in 1972, Geva Theatre Center is a not-for-profit, professional theatre company dedicated to creating and producing professional theatre productions, programs and services of a national standard. As Rochester's leading professional theatre, Geva Theatre Center is the most attended regional theatre in New York State, and one of the 25 most subscribed in the country, serving up to 160,000 patrons annually, including more than 16,000 students.

The 516-seat Elaine P. Wilson Stage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Stage is home to Geva's own series of contemporary drama, comedy and musical theatre; Geva Comedy Improv; Geva's New Play Reading Series and the Hornets' Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. In addition, the Fielding Stage hosts visiting companies of both local and international renown.

Geva Theatre Center offers a wide variety of educational, outreach and literary programs, nurturing audiences and artists alike. Since 1995, the organization has been under the artistic direction of Mark Cuddy.

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