



Media Contact: Dawn Kellogg
Communications Manager
(585) 420-2059
dkellogg@gevatheatre.org

FOR IMMEDIATE RELEASE
GEVA THEATRE CENTER PRESENTS THE RETURN OF
LAST SEASON'S SOLD OUT HIT,
ERMA BOMBECK: AT WIT'S END

***"Suburban Outlaw" Pam Sherman returns as Erma Bombeck.
Show returns due to popular demand for a strictly limited run.***

Rochester, N.Y., February 26, 2019 – Geva Theatre Center is delighted to present an encore presentation of last year's sold out hit, *Erma Bombeck: At Wit's End* by **Allison Engel and Margaret Engel**. This production stars **Pam Sherman** and is directed by **Mark Cuddy**. The production begins performances on **March 12** and runs in the Fielding Stage through **March 31**.

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.

Last season, *Erma Bombeck: At Wit's End* broke box office records for productions in the Fielding Stage. The run was extended twice due to popular demand with most performances selling out well before the production had even begun. This season, performances will run for a strictly limited period – from March 12 to March 31.

Written by journalist sisters **Allison and Margaret Engel**, *Erma Bombeck: At Wit's End* premiered at Arena Stage in Washington, DC in 2015. It has since been performed at theatres nationwide. **Allison Engel** has been a reporter for the *Des Moines Tribune*, *San Jose Mercury* and *Pacific News Service*. In addition to *At Wit's End*, She and her twin Margaret wrote the play *Red Hot Patriot: The Kick-Ass Wit of Molly Ivins*, which premiered in 2010 at the Philadelphia Theatre Company in a production starring Kathleen Turner. Margaret Engel was a reporter for the *Washington Post*, *Des Moines Register* and *Lorain Journal*. She and her twin co-wrote *Food Finds: America's Best Local Foods and the People Who Produce Them* and helped turn the book into a show for the Food Network, where it ran for seven years.

Pam Sherman returns 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. Pam began her career as an attorney in Washington, D.C. practicing securities and employment litigation. Upon becoming an actor she appeared in numerous productions in D.C. at Horizons Theatre, Theatre J, and Arena Stage among others. Most notably Pam performed in *To Kill a Mockingbird* at Ford's Theatre and as Mrs. Shubert in the long-running show, *Shear Madness*, at the Kennedy

Center. Her film and television appearances include “Homicide” and “Unsolved Mysteries” and her favorite, the “Shocked Mom” in *The Replacements* - a part she now plays in real life. Her own one-woman show, *Pumping Josey: Life and Death in Suburbia*, co-written with award-winning playwright Caleen Sinette Jennings, premiered at Horizons Theatre and played to great acclaim to audiences around the country. Today Sherman conducts programs and coaches leaders all over the world in leadership communications and how to present themselves and their stories with passion through her company, The ShermanEDGE. She has consulted with Fortune 500 companies, law firms, advertising agencies, and is a highly-rated global resource for a variety of leadership groups. Her nationally-syndicated column, *The Suburban Outlaw*, can be read in Gannett publications, including the *Democrat & Chronicle* 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).

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The 2018-2019 Season is sponsored by **ESL Federal Credit Union** and **Rochester Regional Health**. The Honorary Season Producer is **Dr. Dawn Lipson**. The Associate Producer for *Erma Bombeck: At Wit's End* is St John's Rochester and the Media Sponsor is WHEC TV.

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

**For further information, additional photographs or to arrange interviews, please contact:
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PERFORMANCE SCHEDULE

PREVIEWS: Tuesday, March 12 @ 7pm
Wednesday, March 13 @ 7pm
Thursday, March 14 @ 4pm

OPENING: **Friday, March 15 @ 7pm**

PERFORMANCES: Saturday, March 16 @ 2:30pm (open-captioned performance) and 7pm
Sunday, March 17 @ 3pm and 7:30pm
Tuesday, March 19 @ 7pm
Wednesday, March 20 @ 7pm
Thursday, March 21 @ 7pm
Friday, March 22 @ 7pm
Saturday, March 23 @ 2:30pm and 7pm
Sunday, March 24 @ 3pm and 7:30pm
Tuesday, March 26 @ 7pm
Wednesday, March 27 @ 7pm
Thursday, March 28 @ 7pm
Friday, March 29 @ 7pm
Saturday, March 30 @ 2:30pm and 7:30pm
Sunday, March 31 @ 3pm and 7:30pm

TICKET PRICES: Tickets start at \$34.

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'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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