



**CONTACT:**

**Laura Greenawalt**

Marketing Director

412-431-4400 x230

lgreenawalt@citytheatrecompany.org

CityTheatreCompany.org

**FOR IMMEDIATE RELEASE**

## **City Theatre Springs Forward with**

### **THE NEW DO**

**The 25<sup>th</sup> annual benefit evening will honor the recipients of the Robert M. Frankel Awards.**

**Friday, April 20, 2018**

**6:30-11:30 PM**

**Heinz Field East Club Lounge**

**Presenting sponsors: Cindy & Murry Gerber**

**Pittsburgh, PA (March 30, 2018).** City Theatre is excited to announce the details of *The New Do*, a benefit evening for the South Side theatre company, now in its 43rd season. *The New Do* celebrates all of the lush changes that spring brings, encouraging guests and staff to get into the spirit with a fun and fresh Friday night party. Join Host Committee Co-Chairs Cindy & Murry Gerber, event chairs Melanie Crockard, Laura Penrod Kronk, Nancy Traina, June Yonas, and the City Theatre Board of Directors as we fete the recipients of the 2017-18 Robert M. Frankel Awards: **David E. Massaro & the Massaro Family** and **Robert C.T. Steele** over dinner and drinks at the organization's 25th annual fundraiser.

"We are on the verge of a new era at City Theatre and we thought, *let's celebrate that!* So, this year we are shaking up our annual party with a few changes. We have moved it to a Friday night, added the Frankel Awards presentation, found a fabulous design team in Martin Potoczny & Luxe Creative, and are throwing a dance party with DJ Nugget," said **Managing Director James McNeel**. "From all of those changes *The New Do* was born! We've been thinking spring, but I hear the theme has inspired a few of our friends to get new haircuts or don a new 'do, too. I'm looking forward to seeing those who love and support Pittsburgh's home for new plays."

#### **THE NEW DO**

**Friday, April 20 from 6:30 - 11:30 p.m.**

This VIP experience includes cocktail hour, dinner, entertainment, award ceremony, silent auction, dessert, and dance party. Tickets are \$225 individually or \$2000 for a table.

#### **A MINI DO**

**9:30-11:30 p.m.**

An Artists & Friends Dance Party with DJ Nugget, including Dessert Bar, Mystery Bags, Silent Auction, and entertainment. Tickets are \$50 and include one complimentary drink.

### **THE MENU**

A modern meal blossoming with fresh flavors by Chef Jason Whitecotton. Your choice of Steak & Sea Bass Duo or Spaghetti Squash & Roasted Mushroom entrées, with wines hand-selected for the table.

### **THE LOOK**

This cheery cocktail party kicks off soiree season with a pop! Let down your hair and show a little leg, spring is in the air.

### **THE GOODS**

The Silent Auction table will be buzzing with original art, luxury travel packages, and once-in-a-lifetime experiences.

### **THE FUN**

Grab a snap in the Laughing Hat Photo Booth, take a chance with a Mystery Bag, enter the \$5,000 Henne Jewelers Raffle, and get down on the dance floor with DJ Nugget.

### **THE SPECIAL GUESTS**

Raise a glass to the 2017-18 Robert M. Frankel Awardees: David E. Massaro & the Massaro Family and Robert C.T. Steele.

### **TICKETS**

Tickets are on sale now at [CityTheatreCompany.org](http://CityTheatreCompany.org) or by calling Dianne Duursma at 412-431-4400 x278. Parking vouchers will be provided for attendees.

### **WHERE**

Heinz Field East Club Lounge; 100 Art Rooney Avenue, Pittsburgh, PA 15212

### **SPONSORS:**

**Presenting Sponsors:** Cindy & Murry Gerber. **Platinum Sponsor:** PNC Bank. **Gold Sponsors:** UPMC Life Changing Medicine, UPMC Health Plan. **Silver Sponsors:** Vivian & Bill Benter, Huntington Bank, Landesberg Design. **Bronze Sponsors:** Judy & Michael Cheteyan Educational and Charitable Foundation, Henne Jewelers.

*The New Do* is produced by Creative Director Martin Potoczny, Founder & CEO of **LUXE Creative**, a Pittsburgh-based design agency working in the worlds of live music, the arts, large scale events, fashion, and interiors.

### **ABOUT CITY THEATRE:**

City Theatre is Pittsburgh's home for bold new plays. Located in the historic South Side, the company produces a season of regional and world premieres, including the upcoming *Nomad Motel* by Carla Ching. City Theatre's mission is to provide an artistic home for the development and production of contemporary plays of substance and ideas that engage and challenge a diverse audience.