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AUDIENCES TO GEVA'S *PUMP BOYS AND DINETTES* CAN TREAT THEMSELVES TO SOME OF ROCHESTER'S FINEST PIES

Special Touch Bakery supplies pies to be served on interactive set.

Rochester, N.Y., September 10, 2013 – When Geva Theatre Center announced its production of *Pump Boys and Dinettes*, they also announced that the show will uniquely feature an interactive environment. Prior to the show and during intermission, patrons will be able to purchase beverages and pie right on the set.

The Special Touch Bakery, A Division of the Jimmy W. Wilmot Adult Day Training Program at Holy Childhood, has been supplying pies to Geva's café for the past 10 seasons. Their pies will feature in Geva's production of *Pump Boys and Dinettes* and slices will be available for purchase prior to the show and during intermission directly from the stage.

The Special Touch Bakery produces an average of 16,000 pies annually. Approximately 50 Rochester-area restaurants, country clubs and senior living centers, as well as the general public purchase their pies. Pies can be purchased at Holy Childhood during regular business hours, or visit The Generosity Store in downtown Rochester.

In addition to making a delicious product, **The Special Touch Bakery** serves as an opportunity for adults with developmental disabilities to learn production and food service skills at their own pace while earning a weekly paycheck. It also serves as a training ground to seek competitive employment and enhances the development of lifelong skills to further the worker's opportunities in the workplace and other aspects of their lives.

Geva has invited the bakers from the Special Touch Bakery to attend a performance of *Pump Boys and Dinettes*.

Pump Boys and Dinettes is produced with support from **Maxwell Boev Medical Group, Harter Secrest & Emery** and **Kim and Janet Tenreiro**.

***Pump Boys and Dinettes* begins performances September 10 and runs in the Mainstage through October 13.**

**For further information, photographs or to arrange interviews, please contact:
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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 attended in the country, serving up to 170,000 patrons annually, including more than 16,000 students.

The 552-seat Elaine P. Wilson Mainstage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Nextstage 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 Hornet's Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. In addition, the Nextstage 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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