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FOR IMMEDIATE RELEASE  
**GEVA THEATRE CENTER'S 2017-2018  
FIELDING STUDIO SERIES CONTINUES WITH  
*ERMA BOMBECK: AT WIT'S END***

***Gannett Newspaper's "Suburban Outlaw" Pam Sherman stars.  
Due to public demand, the run has been extended.***

**Rochester, N.Y., January 3, 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**. The production begins performances on **January 25** and runs in the Fielding Stage through **February 18**.

**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.**

Due to public demand (many performances are already sold out), Geva announces that the run has been extended through February 18.

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** 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. 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*, *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 18.**

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 by Brandon Vick.

**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

**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  
Wednesday, February 7 @ 7pm **SOLD OUT**  
Thursday, February 8 @ 7pm  
Friday, February 9 @ 7pm  
Saturday, February 10 @ 2:30pm **SOLD OUT** and 7:30pm  
Sunday, February 11 @ 3pm and 7:30pm

**Added Performances:**

Tuesday, February 13 @ 7pm

Wednesday, February 14 @ 7pm  
Thursday, February 15 @ 7pm  
Friday, February 16 @ 7pm  
Saturday, February 17 @ 2:30pm and 7:30pm  
Sunday, February 18 @ 3pm

**TICKET PRICES:** Tickets start at \$44.

**RESERVATIONS:** (585) 232-GEVA (4382), Website: [www.gevatheatre.org](http://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.

**\*ENDS\***