



Prime Stage Theatre is Certified Sensory Inclusive

FOR IMMEDIATE RELEASE

(Pittsburgh, PA, January 28, 2020)

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KultureCity has partnered with Prime Stage Theatre to make all of the programs and productions they host to be Sensory Inclusive. This new initiative will promote an accommodating and positive experience for all guests with sensory issues that attend Prime Stage Theatre performances. **Prime Stage Theatre is the first and only theater company in the Pittsburgh area to attain this certification.**

“The certification process entailed members of the the staff of Prime Stage Theatre being trained by leading medical professionals through KultureCity on how to recognize those guests with sensory needs and how to handle a sensory overload situation. Sensory bags, equipped with noise canceling headphones (provided by Puro Sound Labs), fidget tools, verbal cue cards (produced in conjunction with Boardmaker) and weighted lap pads will also be available to all guests at the performances who may feel overwhelmed by the environment.

“Prime Stage Theatre is excited to achieve Certified Sensory Inclusive status through KultureCity’s program. We are very appreciative of the support from the Snee-Reinhardt Charitable Foundation that enabled us to become certified. We are keenly aware of the power of theater to provide an opportunity for people on the autism spectrum and other disabilities to experience storytelling in an entertaining way offering the opportunity to observe social communication and interaction and stimulate imagination.”said Wayne Brinda, Producing Artistic Director, Prime Stage Theatre.

Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions. One of the major barriers for these individuals is

sensitivity to overstimulation and noise, which is an enormous part of an environment like live theater. With its new certification Prime Stage Theatre is now better prepared to assist guests with sensory sensitivities in having the most comfortable and accommodating experience possible when attending any performance or program by Prime Stage Theatre.

Prior to attending an event, families can download the free KultureCity App where one can view what sensory features are available and where they can access them. Also on the App is a social story which will provide a preview of what to expect while enjoying an event by Prime Stage Theatre.

“To know that you soon will be able to see families attend a live theater production, a true community finding experience, with your loved ones who have a sensory challenge and who were not able to previously attend, is truly a heartwarming moment. Our communities are what shape our lives and to know that Prime Stage Theatre is willing to go the extra mile to ensure that everyone, no matter their ability, is included in their community is amazing.” Dr. Julian Maha, Co-Founder, KultureCity.

KultureCity is a leading non-profit recognized nationwide for using their resources to revolutionize and affect change in the community for those with sensory needs; not just those with autism. Since the program’s inception, KultureCity has created over 350 Sensory Inclusive venues in four countries; this includes special events such as: NFL Pro Bowl, NFL Super Bowl, MLB All-Star Weekend. KultureCity has won many awards for its efforts: NASCAR Betty Jane France Humanitarian Award in 2017, Cleveland Cavaliers Quiet Space Sensory Room at Quicken Loans Arena was a finalist for the 2018 Stadium Business Award, and the 2018 Kia Sport Silver for Social Good in partnership with Cleveland Cavaliers/Quicken Loans Arena. Recently KultureCity was awarded one of the worlds most innovative companies for 2019 by Fast Company.

MORE ABOUT PRIME STAGE THEATRE

For more than two decades, Prime Stage Theatre has been a mainstay of the Pittsburgh arts community. With over 80 productions, they have been proudly executing around their mission to entertain, Inspire and enrich through professional theater by bringing literature to life.

UPCOMING PERFORMANCES

The Outsiders

March 16-25, 2020

Mockingbird

May 8-17, 2020

TICKET INFORMATION: www.primestage.com/events

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