

## **FOR IMMEDIATE RELEASE**

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### **Prime Stage Theatre Announces New Children's Theater Programming For Elementary Aged Children and Their Families**

(Pittsburgh, PA – May 3, 2022) Prime Stage Theatre is proud to announce they are expanding their program offerings to include **Prime Stage Sprouts**. The new programming will bring literature to life for elementary students and their families, as we inspire their imaginations and foster a love of reading with the joy of live theatre.

“As the former director of Pittsburgh Playhouse Jr., I saw how theatre impacts the lives of children and families. With our new program called **Sprouts**, Prime Stage is delighted to expand its seasons by presenting plays that will entertain and inspire children and families as they discover the impact and delight of live theater that is designed for them,” said **Wayne Brinda, Prime Stage Theatre, Producing Artistic Director**.

**Prime Stage Sprouts** productions will be available for children as young as 5 years old. When we introduce children to theater early on there is a better chance they will develop a love for theater, develop creative gifts and maintain a lifelong appreciation for the performing arts. Children's theater offers a wide range of thought-provoking plays based on favorite books.

The arts are significant in the development of students. With **Prime Stage Sprouts**, parents and children will have more opportunities to attend live theatre as members of an audience.

Theater also connects to the importance of reading. A play has the ability to make a story jump out of a book and bring it to life. This can be very important for young readers. Plays ignite the imagination and lengthen attention span.

“Prime Stage Sprouts is an exciting new endeavor for us. Bringing in young audiences and showing them how literature can be fun and engaging is so important to me. We have done wonderful shows on literature for middle school, high school, and adults; but to foster literacy, you need to focus on them early on. And that is what we want to do, spark the love of reading books through theatre,” said **Tina Marie Cerny, Managing Director**.

The premiere production of the new **Prime Stage Sprouts** series will feature ***The Amazing Lemonade Girl***, which is a regional premiere. The true story by **James DeVita** was inspired by the life of **Alexandra Flynn Scott**. The production will be directed by **Allison Weakland** and will run **June 16 - 19, 2022**.

**Alex Scott** wasn't going to let her rare childhood illness get her down. Her illness inspired her to start a front yard lemonade stand to raise funds to help other kids. Based on the book written by her parents, this regional premiere shows how a single person can change the world one act or even one cup at a time. Watch as her noble efforts inspire donations of over \$1 million dollars and a foundation that has raised \$200 million and funded over 1,000 medical research projects for children's health.

As Prime Stage continues to do more than producing plays by presenting programs and partnership opportunities, we are honored to be working with The American Cancer Society. Laura Elcher, National Director of Childhood Cancer initiatives wrote, "Thank you for choosing childhood cancer as your focus and allowing us to make an impact with you." At the performance, members of our audience will have the opportunity to contribute to making Cancer Care Kits for available local families.

### **The Amazing Lemonade Girl**

June 16, 2022 – Preview

June 17, 2022 – Opening

June 19, 2022 – Closes

A true story inspired by the life of Alexandra Flynn Scott  
By James DeVita

*With the permission of Alex's Lemonade Stand Foundation.*

Directed by Allison Weakland