

FOR IMMEDIATE RELEASE

**PICT Classic Theatre Contact:** Katie Bowe  
412.561.6000 x203 | kbowe@picttheatre.org

## **PICT Classic Theatre names Steven Alschuler President of the Board.**

**Pittsburgh, PA, January 14, 2016-** Steven Alschuler, President of Pittsburgh-based public relations firm Alschuler Communications, has been named President of the Board of Directors of PICT Classic Theatre. PICT, founded in 1996 as Pittsburgh Irish and Classic Theatre, produces high-quality classic theater and considers educational programs and outreach to underserved communities to be among its core initiatives.

Alschuler is a native New Yorker, who moved to Pittsburgh in 2012 after selling the New York-based public relations firm he founded and led for 20 years. He joined PICT's board last year and became President of the board, effective January 1, 2016.

"PICT has come through a challenging year," says Alschuler, "but thanks to the heroic efforts of our board, staff and supporters, we are now looking forward to an exciting year ahead, with a streamlined budget and a series of productions to be announced shortly by our Executive and Artistic Director, Alan Stanford.

"We are also looking forward to a greater level of community engagement, particularly with Pittsburgh's universities, and to a diversity-effort that enables PICT to become more reflective of all of Pittsburgh's communities," Alschuler continues. "Our education programs remain a priority as well, and we hope to bring more theater to more children in 2016, particularly those in underserved communities.

"Theater is about bringing people together, lifting people up, giving all of us something to dream about and to hold onto. Through its outstanding productions, community outreach and education programs, PICT is a theater company with a purpose."

Alan Stanford, PICT's Artistic and Executive Director, says: "PICT is at a critical time in its history. Our commitment to the highest-quality classic theater will never waver, and we believe we can fill a unique place in Pittsburgh's cultural community. Our promise to our audience has been to "expect more," and this year is indeed one of high expectations. The type of outreach Steve envisions will expose us to greater numbers of people and enable us to use classic theater for the highest possible purpose—the enrichment of our community."

*PICT Classic Theatre is committed to the creation of high-quality, professional thought-provoking theater of substance. We accomplish this mission by investing in and promoting the community and region, and by producing and presenting classics and the "modern" classics of Irish and world theater. We continue to explore innovative ideas that showcase the emotional power of a play and its ability to stir the soul in unimaginable ways.*

###

---

---