



Go See a Show, Pittsburgh: Local Producing Theatre Companies Unite Behind Regional Campaign

New citywide collaboration invites Pittsburghers to connect through the power of live theatre

PITTSBURGH, PA—February 2, 2026—Beginning February 2026, Pittsburgh’s producing theatre community is throwing open its doors and saying loud and clear: *Go See a Show*. The city’s theatre community today announces the launch of a new regionwide campaign designed to reenergize local audiences and celebrate the enduring impact of live theatre.

Spearheaded by a collective that includes Pittsburgh Public Theater, City Theatre and Pittsburgh CLO—alongside dozens of performing arts and cultural partners across the city—the campaign will run from February through July 2026, with the aim of inspiring residents across the region to engage with the diverse, vibrant performances happening on stages throughout the city. The campaign is supported in part by a Connection grant from the Allegheny Regional Asset District to City Theatre and Pittsburgh Public Theater.

“Our region’s performing arts organizations have long showcased a vast array and deep bench of talent,” said **Shaunda McDill, Managing Director, Pittsburgh Public Theater**. “The stories we tell on stage reflect the breadth and depth of our lived experiences, and the people of this city maintain a tradition of showing up for them. Go See a Show reminds people that our theatre

scene is replete with an abundance of stories worth showcasing, and they are worth making time for.”

“Life gets busy, and it’s easy for even the most engaged audiences to go longer than they intend between shows,” said **Mark Fleischer, Executive Producer, Pittsburgh CLO**. “Go See A Show makes it easier to explore the full range of theatre happening across Pittsburgh each week and to rediscover the joy of being in the room together, sharing an experience that only exists live.”

What to expect:

- Dozens of performances across the region with discounts and promotions featured at GoSeeAShowPGH.com
- International and American classics, musicals, dance, world premieres, comedy, new plays, local voices, experimental and immersive art, showcased in a wide array of venues and performance spaces by professional, community, and student theater makers

The idea for the Go See a Show campaign was solidified in November 2025 at a well-attended community Town Hall at the O’Reilly Theater. Hundreds of artists, patrons and producers came together to talk about the state of theatre in Pittsburgh. What came out of that gathering was a collective energy around audience engagement, hope for the future, and a clear desire to work together.

“Across Pittsburgh, theatre organizations are hearing the same thing from audiences and artists alike: there is an appetite for more visible, collaborative arts marketing and a shared approach to audience development—simply put, we are stronger together,” said **James McNeel, Managing Director at City Theatre Company**.

“Go See a Show reflects what came through clearly in recent community conversations and surveys: a desire to work collectively to lower barriers, raise awareness, and remind people that live theatre remains one of the most powerful ways to connect with one another and build community .”

The project is open to any organization that produces live performing arts in Pittsburgh. Producers interested in participating can complete the form available on the Go See a Show website, and their organization will be added to the campaign website.

Participating organizations to date include:

- Alumni Theater Company
- Attack Theatre
- The Becoming Arts Collective
- Carnegie Mellon University School of Drama
- City Theatre
- Front Porch Theatricals

- Little Lake Theatre
- New Hazlett Theater
- New Horizon Theater
- Old Schoolhouse Players
- Pittsburgh International Classic Theatre
- Pittsburgh Playwrights Theatre Company
- Pittsburgh Public Theater
- Pittsburgh Savoyards
- Prime Stage Theatre
- Pittsburgh CLO
- South Park Theatre
- Stage 62
- Quantum Theatre

More information, including a full calendar of performances and special events, is available GoSeeAShowPgh.com.