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WRED! ignite + invent + imagine
The Grand Opening Celebration of the Idea Center at Playhouse Square
Saturday, September 10, 2005
Star performer: Bebe Neuwirth

Cleveland, OH – **Wired! ignite + invent + imagine**, the celebration of the opening of the **Idea Center at Playhouse Square**, promises to be an unparalleled evening of festivities, entertainment, dining and dancing. On **Saturday, September 10th**, **Wired!** guests will walk the red carpet as they arrive for their exclusive first look at the new state-of-the-art education and broadcast facility developed through the ground-breaking partnership between **WVIZ/PBS** and **90.3 WCPN ideastream** and **Playhouse Square Foundation**.

Following a ribbon-cutting ceremony and cocktail reception including interactive tours of the Idea Center, guests will enjoy an enchanting performance by television and theater star **Bebe Neuwirth** accompanied by a 44-piece orchestra in the Allen Theatre. Later, dinner will be served throughout Playhouse Square Center's theaters and stages, complemented by a grand dessert buffet in the State Theatre Lobby. Throughout the evening, guests will be delighted by continuous entertainment, dancing and surprises.

"Wired! is THE party not to be missed," stated the chairman for the event, Diann Scaravilli. "We are celebrating an important moment in Northeast Ohio – the opening of a center for the arts, technology, education and ideas that is unlike anything that's been done before. The Idea Center is what can happen when two nonprofit organizations, ideastream and Playhouse Square Foundation, work together cooperatively and creatively to form a unique collaboration. No such collaboration exists anywhere else in the country."

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Bebe Neuwirth was chosen as the star entertainment for *Wired!* because of her reputation as a captivating performer and Tony Award® winner. Her career has incorporated both stage and television, making her a reflection of the partnership between Playhouse Square Foundation and ideastream, and a perfect fit to headline the event. Ms. Neuwirth, perhaps best known for her portrayal of Lilith Crane on “Cheers,” received Tony Awards® for her performances in *Sweet Charity* and *Chicago*.

Highlights of Ms. Neuwirth’s performance for *Wired!* will include “Razzle Dazzle,” “Stranger Here Myself,” “All That Jazz” and other songs by Kurt Weill, legendary composer of *The Threepenny Opera*, and by John Kander and Fred Ebb, composer and lyricist of *Cabaret*, *Kiss of the Spider Woman* and *Chicago*. She will be accompanied by a 44-piece orchestra of local musicians.

The *Wired!* committee, led by Mrs. Scaravilli, co-chairman Lauren Spilman and vice chairmen Terry Adelman, Pat Brownell, Sandy Sullivan and Susan Turben, aims to raise \$1 million toward the Campaign for the Idea Center, helping to meet the \$1.25 million Kresge Challenge Grant awarded to the Campaign.

Ticket prices for *Wired!* start at \$300. To purchase tickets and for more information, please call (216) 348-5260 or visit <http://ideacenter.wviz.org>.

Wired! marks the beginning of a week of events featuring performances, celebrity and character appearances, receptions and tours to celebrate the opening of Idea Center. The annual Theater District Discovery Tour takes place on Friday, September 16, and Centerfest, Playhouse Square’s annual open house, is scheduled for Saturday, September 17. Both events will include special focus on Idea Center.

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Editor’s note: Digital photos of the Idea Center and Bebe Neuwirth are available via e-mail upon request to Cindi Szymanski (cindi@playhousesquare.com) or Kelly Wilson (kwilson@ideastream.org).

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The Idea Center at Playhouse Square is a breakthrough concept conceived out of unprecedented collaboration to serve and inspire the public. Much more than simply a building, the Idea Center is a home for creative thinking and learning, one-of-a-kind cooperation and self discovery, designed to inform both current and future generations through its offerings. The eyes of the nation are on northeast Ohio as this trailblazing concept comes to fruition in the form of the Idea Center. The Idea Center will be the new headquarters for ideastream and the home of Playhouse Square Foundation's arts education programs.

ideastream is a multiple-media public service organization with a mission to strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain. The organization was formed by the merger of public broadcasting stations WVIZ/PBS and 90.3 WCPN in July of 2001. The organization operates public television and radio stations in Cleveland with an audience of some 2.8 million viewers and listeners, an Education Service group serving schools with nearly one half million students and manages the Ohio Public Television and Radio Statehouse News Bureau and Ohio Government Telecommunications in Columbus.

Playhouse Square Foundation is the 501(c)(3) not-for-profit organization that restored and operates Playhouse Square Center, the nation's second-largest performing arts center. The Foundation's top mission is to provide high quality performing arts and entertainment programs to the citizens of Greater Cleveland and Northeast Ohio, and to support on-stage productions with leading-edge arts education programs for people of all ages. It also strengthens the economic development of the region by making the downtown Cleveland Theater District a superior location for the arts, learning, business and living.