

FOR IMMEDIATE RELEASE

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***RADICAL DAYS* RETURNS WITH
RECORD NUMBER OF FREE ADMISSION SITES
Plus, RAD Goes Mobile with SMASH**

PITTSBURGH—*RADical Days 2010* will offer the public a record-setting 41 free admission sites, plus new performances and activities as the annual celebration of the assets returns this month. The popular annual event will begin on September 19 and conclude with a first-ever *RADical Days* 24-hour event October 23-24.

Now in its ninth year, *RADical Days* features free admission, musical and dance performances, take-home art and other family activities offered by dozens of arts and culture organizations, in addition to libraries, parks and sports facilities all funded in part by the Allegheny Regional Asset District (RAD). Just some of the things you can do on *RADical Days*, *all for no charge*, are:

- discover the joy of Creative Movement with Dance Alloy - *new this year!*
- get out your art supplies for the Pittsburgh Cultural Trust's Sketch Crawl - *new this year!*
- listen to musicians Backyard Tire Fire at WYEP's Final Fridays at Schenley Plaza - *new this year!*
- see how gothic meets gorgeous at Phipps Conservatory
- take an exotic vacation without leaving the 'burgh at the Pittsburgh Zoo & PPG Aquarium
- enjoy a program of classical favorites with the Pittsburgh Symphony Orchestra at Heinz Hall
- experience Pittsburgh's three rivers in a whole new way in a flat-water kayak
- take off on fantastic flights of imagination at the Children's Museum of Pittsburgh
- test your strength and agility at the Carnegie Science Center's SportsWorks®
- get advance looks at upcoming dance and theater shows at working rehearsals with Attack Theatre and Prime Stage Theatre
- be among the first to hear the soaring voices of the new Rising Stars of the Pittsburgh Opera
- explore the works of rarely seen Croatia artist Max Vanka at the Pittsburgh Center for the Arts
- enjoy the glorious outdoors and special activities at Boyce-Mayview Park, Hartwood Acres and South Park
- close out *RADical Days* with a special 24-hour event at The Andy Warhol Museum celebrating the opening of its newest exhibit *Marilyn Monroe: Life as a Legend* - *new this year!*

- MORE -

"RADical Days is an ideal time for people throughout the region to explore assets they've never seen and to enjoy old favorites as well," said David L. Donahoe, Executive Director of the Regional Asset District. "The assets are opening their doors for free admissions and performances as a 'thank you' to the public for its support of the region's parks, libraries, sports facilities and arts and culture organizations."

RADical Days festivities begin on September 19 with free admission to the Carnegie Science Center and for activities on RiverQuest's vessel *Explorer*, docked next to the Science Center. *RADical Days 2010* concludes on October 24 with The Andy Warhol Museum's special 24-hour RADical Days celebration of its new exhibit on Marilyn Monroe. Throughout the *RADical Days*, county libraries will host a variety of free programs. Visit aclalibraries.org for more information.

The full event schedule follows and can also be found at www.radworkshere.org. **Please note special restrictions, and that all locations are first-come, first served. Free admission is limited to the day indicated, only. Participating assets are NOT free admission on every day. Check listings for each asset's free date, times and limitations. No rain checks. Parking charges may apply.** For additional site information, details and restrictions, visit www.radworkshere.org and click on *RADical Days* in the "What's Happening" section.

RAD Goes Mobile with SMASH

Also new this year, *RADical Days* enthusiasts for the first time can get event reminders via their mobile devices. RAD has partnered with Pittsburgh-based technology company SMASH to bring RAD information via mobile messaging to interested users.

"Text messaging use has grown enormously over the past decade," said Donahoe. "This is a new way for the District to let the public know about performances, exhibits and other asset activities – some of the many ways that assets use RAD dollars every day to improve this region."

Mobile device users can text RAD to SMASH (76274) to get RADical Days alerts, as well as weekly arts and culture updates about the assets through the year. There is no charge from RAD to receive text message alerts; however, users' standard message and data rates may apply.

The Allegheny Regional Asset District (RAD) provides grants from half of the proceeds of the 1% Allegheny County Sales and Use Tax, supporting regional assets in the areas of libraries, parks and recreation, cultural, sports and civic facilities and programs. Since 1995, the 1% County Sales tax paid by residents of and visitors to Allegheny County has resulted in a more than \$2 billion investment in the region.

RADical Days 2010 Schedule

Sunday, September 19

Carnegie Science Center 10AM-5PM
RiverQuest 11AM-3PM

Wednesday, September 22

Attack Theatre Presents Site/Re-Site a working rehearsal (rolling admission) 1-5PM

Friday, September 24

WYEP's Final Fridays at Schenley Plaza with Backyard Tire Fire 7PM

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Saturday, September 25

Pittsburgh Opera "Rising Stars" concert 6PM

Reservations are required. 412-281-0912, ext.216 or tickets@pittsburghopera.org. Pittsburgh Opera encourages you to "Be a STAR" for homeless children by making a homeless child's return to school something special. For the month of September, Pittsburgh Opera is partnering with Homeless Children's Education Fund and their Gear for Grades campaign by collecting school supplies and backpacks for homeless children at the Rising Stars concert and during regular business hours. For more information, contact [Allison Ruppert](mailto:Allison.Ruppert@pittsburghopera.org) at Pittsburgh Opera at 412-281-0912, x262.

Sunday, September 26

Carnegie Museum of Art and Carnegie Museum of Natural History noon-5PM

Wednesday, September 29

Phipps Conservatory & Botanical Gardens 9:30AM-5PM

Performances by Tuesday Musical Club and the River City Brass Band ensemble.

Heinz Field 10AM-3PM

Tours only. Tours begin on the hour; last tour at 3PM.

Allegheny-Kiski Valley Heritage Museum 11AM-3PM

Pittsburgh Center for the Arts 1-4PM

Demonstrations and take-home art.

Thursday, September 30

Pittsburgh Filmmakers 6-9PM

Artist talk with artist Michael Scherwin followed by a reception from 7-9PM.

Friday, October 1

Pittsburgh Glass Center 10AM-9PM

Pittsburgh Center for the Arts* 10AM-5PM

Soldiers & Sailors Memorial Hall 10AM-4PM

Allegheny-Kiski Heritage Museum 11AM-3PM

Dance Alloy 3-4PM

Creative Movement class open to all ages.

Pittsburgh Filmmakers 5:30-9:30PM

Short films, photography and an 8:30PM multi-projector film performance by Brian Dean Richmond

Pittsburgh Cultural Trust Gallery Crawl 5:30-9PM

Saturday, October 2

Boyce-Mayview Park 9AM-3PM

Hikes, crafts and games with REEC facilitators

Soldiers & Sailors Memorial Hall 10AM-4PM

Pittsburgh Center for the Arts* 10AM-5PM

Allegheny-Kiski Heritage Museum 11AM-3PM

August Wilson Center for African American Culture 11AM-6PM

Allegheny County South Park Hay Day Noon-4PM

Silver Eye Center for Photography Noon-6PM

Exhibits and hands-on activity.

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RADical Days Release Add 2

(Saturday, October 2 cont.)

City Theatre 11th Annual Young Playwrights Festival Workshops 2:30-4:30P

Playwriting, scenic painting, stage combat and more! Appropriate for ages 12-18. To register: klink@citytheatrecompany.org

Pittsburgh Filmmakers 7-11PM

Award-winning short films from the prestigious Ann Arbor Film.

Sunday, October 3

Pittsburgh Center for the Arts* Noon-5PM

City Theatre Young Playwrights Festival Workshops 2:30-4:30PM

See October 2 listing for program details.

Prime Stage at the New Hazlett Theater 6PM

Open Rehearsal The Legend of Sleepy Hollow. Appropriate for middle school through seniors.

Monday, October 4

David L. Lawrence Convention Center Tours 10AM-3PM

Reserve your tour time at 412-565-6000.

Soldiers and Sailors Memorial Hall 10AM-4PM

Pittsburgh Filmmakers 8PM

Ann Arbor Film Festival Program A

Tuesday, October 5

Soldiers & Sailors Memorial Hall 10AM-4PM

Pittsburgh Filmmakers 8PM

Ann Arbor Film Festival Program B

Wednesday, October 6

Soldiers & Sailors Memorial Hall 10AM-4PM

Thursday, October 7

PNC Park 10AM-3PM (tours only)

Tours take place on the hour; last tour starts at 2PM; first-come, first-served basis.

Soldiers & Sailors Memorial Hall 10AM-4PM

Friday, October 8

Soldiers & Sailors Memorial Hall 10AM-4PM

Pittsburgh Center for the Arts* 10AM-5PM

Saturday, October 9

Bulgarian Cultural Center 9AM-3PM

Society for Contemporary Craft 10AM-2PM

Exhibit, demonstrations and take-home art activities.

Frick Art & Historical Center 10AM-5PM

Tours, scavenger hunt and take-home art activities.

Pittsburgh Center for the Arts* 10AM-5PM

Pittsburgh Cultural Trust: Pittsburgh Sketch Crawl 10AM-4PM

Come and go as you like. Children under 18 must be accompanied by an adult. Register by email: education@pgharts.org or phone 412-471-6079.

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RADical Days Release Add 3

(Saturday, October 9 cont.)

Pittsburgh Symphony Orchestra at Heinz Hall, Free Concert 11AM-Noon

Visit the box office or call 412-392-4900 for advance tickets.

All Classical WQED -fm 89.3 Carolyn M. Byham Studio 11AM-2PM

Tour the studio and meet the on-air talent.

Pittsburgh Opera and Attack Theatre Noon-1PM

Sneak peeks of The Barber of Seville, and Attack Theatre's upcoming season

Allegheny County Hartwood Acres Hay Day Noon-4PM

MCG Jazz Youth Arts Open House 2-4PM

Make It and Take It art, plus a performance by MCG Jazz band Aurora at 3PM.

Sunday, October 10

Pittsburgh Zoo & PPG Aquarium 9AM-4PM

Includes activities with other assets, plus performances by Gateway to the Arts and Pittsburgh Opera from 11:30AM-1PM. Sponsored by PPG Industries.

Senator John Heinz History Center and Western PA Sports Museum 10AM-5PM

Includes activities with other regional assets, plus afternoon. Performances by South Hills Chorale and Bulgarian Folk ensemble Otets Paissi. Tickets for Vatican Splendors are an additional charge through TicketMaster.

Fort Pitt Museum 10AM-5PM

Pittsburgh Center for the Arts* Noon-5PM

Carnegie Library of Pittsburgh Sunday Afternoon Music Series: Joy Ike 2-3PM

North Side "Charm Bracelet" Free Admission Sites on October 10

Venture Outdoors Kayaking 10AM-Dusk

Restrictions: Must be at least 35 pounds. Minors under 18 must have a parent/guardian sign a risk waiver. A driver's license will be held as a deposit while you're on the water.

National Aviary 10AM-5PM

Children's Museum of Pittsburgh Noon-5PM

Performances by Children's Festival Chorus and Children's Museum Outreach performers.

Mattress Factory 1-5PM

Monday, October 11

Soldiers & Sailors Memorial Hall 10AM-4PM

Saturday, October 23 10AM- Sunday, October 24 10AM

The Andy Warhol Museum Free Admission 24 Hour Opening Celebration

Special activities for the opening of their newest exhibition, Marilyn Monroe: Life as a Legend.

**At 1PM, free 1/2 hour docent tour of rarely seen work of Croatian artist Maxo Vanka.*

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