

FOR IMMEDIATE RELEASE

## 40 Cities Announced for “Alton Brown Live: Eat Your Science” Including The Hanover Theatre in Worcester



**Worcester, Mass. (March 21, 2016)** Television personality, author and Food Network star Alton Brown, who created a new form of live entertainment with his first live culinary variety show, today announced details for the all new *Alton Brown Live: Eat Your Science* ([www.altonbrownlive.com](http://www.altonbrownlive.com)) tour. Beginning in April, the new live show will visit 40 U.S. cities including Worcester’s own Hanover Theatre on Wednesday, April 27 at 7:30 p.m. Brown’s first North American tour, “Edible Inevitable” was a huge success over two years and 100 cities with more than 150,000 fans in attendance. With “Eat Your Science,” fans can expect more comedy, talk show antics, multimedia presentations and music (yes, he sings) but Brown is adding a slew of fresh ingredients including new puppets, songs, bigger and potentially more dangerous experiments and what every cook needs in his kitchen: FIRE.

Tickets to *Alton Brown Live: Eat Your Science* start at \$39.50. Discounts available to members of The Hanover Theatre, groups of 10 or more, corporate partners and Woo Card holders. Tickets are available online at [TheHanoverTheatre.org](http://TheHanoverTheatre.org), by phone at 877.571.SHOW (7469) or at The Hanover Theatre box office located at 2 Southbridge Street in downtown Worcester.

Critics and fans have raved about the interactive component where Brown invites audience members on stage to serve as his assistant. “There will be plenty of new therapy inducing opportunities during our audience participation segments. I don’t want to give too much away, but we’re also going to play a little game with the audience,” says Brown.

Brown has a knack for mixing together a perfect base of science, music and food into two hours of pure entertainment. “Plus, you’ll see things that I was never allowed to do on TV.” He also says larger and more protective ponchos will be provided to the first few rows as his experiments have the potential to get messy.

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### **About Alton Brown**

Although Alton Brown spent plenty of time in his mom's kitchen growing up, his real interest in food sparked in college when he discovered that girls who said "no" to dates sometimes said "yes" if he offered to cook for them. His social life may have not ignited, but the food spark did, and after spending a decade behind the camera in the commercial industry, he headed to culinary school in hopes of one day creating a new kind of cooking show. Good Eats, the show that Brown would go on to write, produce, and host ran for 13 straight years on Food Network before making the jump to Cooking Channel where it airs today. Combining food science, pop culture, skit humor, innovative cooking and the occasional belching puppet, Good Eats has millions of fans and garnered a coveted Peabody award for broadcast excellence.

### **About MagicSpace Entertainment**

Alton Brown Live is produced by MagicSpace Entertainment. The company is headed by Lee D. Marshall, Joe Marsh, John Ballard, Steve Boulay and Bruce Granath and has been producing and presenting national tours, Broadway shows, concerts and museum exhibits worldwide for over 30 years. Consistently one of the top promoters in North America, MagicSpace Entertainment typically produces and presents more than 250 events in 75 cities per year. They have offices in Park City and Salt Lake City, UT.

### **About The Hanover Theatre**

The Hanover Theatre continues to draw over 170,000 patrons annually with world-class performances and headlining acts including Broadway hits ("Les Misérables," "Jersey Boys," "Camelot"); comedians (Dave Chappelle, Jay Leno, Daniel Tosh); musical acts (Neil Young, Aretha Franklin, John Legend); and everything in between ("A Christmas Carol," Maya Angelou, Rudy Giuliani, Alvin Ailey American Dance Theatre). Consistently ranked by POLLSTAR as one of the Top Theatres in the World, the theatre opened in March of 2008 following a \$32 million historic renovation. Over the last seven seasons, the theatre has established its place as a world-class performing arts venue, acting as a catalyst for the economic development of downtown Worcester. In the spring of 2015, the theatre finalized the purchase of a vacant, three-floor former office building with street-level retail space at 551 Main Street. The building will ultimately house office space for theatre administration, function areas, a restaurant on the ground floor and a performing arts school on the lower level. The building will open in summer 2016.

Worcester Center for Performing Arts, a registered not-for-profit 501(c)(3) organization, owns and operates The Hanover Theatre for the Performing Arts. All donations are tax deductible to the fullest extent allowed by law.

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