

## News Release

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FOR IMMEDIATE RELEASE

**Alton Brown is Coming to The Hanover Theatre in Alton Brown Live! The Edible Inevitable Tour  
Generously sponsored by Harvard Pilgrim Health Care**



**Worcester, MA (June 4, 2013)**— Alton Brown, *Iron Chef* host and renowned television personality is taking his brand of quirky humor and culinary science on the road with the ALTON BROWN LIVE! THE EDIBLE INEVITABLE TOUR. Generously sponsored by Harvard Pilgrim Health Care, Brown will appear at The Hanover Theatre for the Performing Arts on Saturday, February 15, 2014 at 8pm. Tickets are currently on sale to members of The Hanover Theatre, and will be available to the general public on Friday, June 7, 2013 at 10am. 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.

Recently named Best Food TV Personality at The Munchies, Brown's tour promises to be an eventful evening of stand-up comedy, talks show antics, multimedia lecture, live music and food experimentation. Be prepared. Ponchos will be involved. The show will offer an interactive component in which audience members will have the opportunity to serve as Brown's trusted assistants on stage. For those hoping to sip at the pure source of Brownian wit and wisdom, this is a must-see extravaganza for the whole family.

Brown said, "I've been cultivating material for this show for about a decade so it'll feel pretty darned good to finally get it out of my head and onto a stage. I feel we've come up with some pretty amazing food demos, and the multimedia segments are solid....but I do have to say I'm a bit nervous about the singing parts."

For complete info on when and where the tour is scheduled to stop, you can visit [AltonBrownTour.com](http://AltonBrownTour.com)

Full price tickets for ALTON BROWN LIVE! THE EDIBLE INEVITABLE TOUR are \$35, \$45 and \$55\* with limited VIP seats available for \$150. VIP seats include photo opportunity with Alton Brown. A 10% discount is available for members of The Hanover Theatre, groups of 10 or more, corporate partners, kids, students and WOO Card holders. Discount not valid on VIP seats. 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.

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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 never 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 to this day. 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 in 2007.

Brown has also served as the culinary commentator of *Iron Chef America* for 11 seasons, and hosted *Next Iron Chef* for five. In 2012 he joined the cast of Food Network Star as a mentor and yes...one of his team members won. Brown took home the James Beard Award for top food show host in 2011 and the medal bookends match nicely with the one his first book nabbed in 2002. Speaking of books, he's written seven, the last three of which made the New York Times Best Sellers List.

Brown's newest venture is his touring stage show which combines many of the elements that made his television shows so unique with some new tricks such as live music, highly unorthodox culinary demonstrations, multi-media presentations, and lots of audience participation.

### **About The Hanover Theatre**

The Hanover Theatre for the Performing Arts, located in downtown Worcester, New England's second largest city, is recognized by Pollstar as one of the Top 50 Theatres in the World. After undergoing many name changes and renovations over the decades since its 1926 birth, The Hanover Theatre reopened in March 2008 following a \$32 million historic restoration. Since then, the theatre has established its place as a rich entertainment and cultural venue, winning numerous awards, including The National Trust for Historic Preservation Award in 2010. Now in its fifth season, The Hanover Theatre continues to expose over 170,000 annual patrons to world-class entertainment in the form of Broadway, concerts, comedians and much more. For more information, visit [TheHanoverTheatre.org](http://TheHanoverTheatre.org). Worcester Center for the 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.

### **About MagicSpace Entertainment**

MagicSpace Entertainment 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 and concerts 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. Broadway credits include *Donny & Marie – A Broadway Christmas*, *Hello Dolly!* starring Carol Channing; *The Who's Tommy*, *American Idiot* and *RAIN - A Tribute To The Beatles On Broadway*. National tour credits include *Lord of the Dance created by Michael Flatley*, Jamie Hyneman and Adam Savage starring in *Mythbusters - Behind The Myths*, *Alton Brown Live*, *Post Secret – Unheard Voices*, *Mannheim Steamroller Christmas* by Chip Davis, *Donny & Marie Christmas*, *Experience the Beatles with RAIN*, *David Copperfield*, *Jesus Christ Superstar*, *A Chorus Line* and concert tours by Nathan Pacheco, Janet Jackson, Cher, Fleetwood Mac to name just a few. In the UK, MagicSpace credits include *Let It Be* in the West End and an eleven city tour of *Donny & Marie Live*. Special tours and events produced or presented on the road include *Tutankhamaun and the Golden Age of the Pharaohs* exhibition, *Titanic: The Exhibition* and *Diana – A Celebration*. MagicSpace Entertainment has offices in Park City and Salt Lake City, UT. [magicSPACE.net](http://magicSPACE.net)

\*Ticket prices are subject to change without notice.