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FOR IMMEDIATE RELEASE

GEVA TO RAISE FUNDS FOR EDUCATION WITH SUMMER CURTAIN CALL 2017

Local celebrities to star in original production of “Billion Dollar Trio.”

Rochester, N.Y., May 11, 2017 – One of the most anticipated events in the theatre’s calendar, Geva Theatre Center will raise the curtain on **Friday, May 19th** for the seventeenth annual **Summer Curtain Call**. The gala event raises funds for Geva’s nationally-recognized education and outreach programs, including in-school arts education programs; teacher workshops; accessibility programming; conservatory training and other programs designed to cultivate theatre and theatre education in the Rochester community. These programs serve up to 40,000 people each year including over 16,000 children and youth.

The evening begins at 6:00pm under the festival tent on Woodbury Boulevard with a reception. Guests will enjoy sumptuous food and drink, live and silent auctions, and unforgettable performances by a cavalcade of local celebrities. The original performance of **“Billion Dollar Trio,”** written and directed by Geva’s Artistic Director **Mark Cuddy**, will begin at approximately 8:15pm in the Wilson Stage.

“Billion Dollar Trio,” a send-up of Geva’s upcoming production of *Million Dollar Quartet*, stars a host of local personalities such as **Jack Baron**, President and COO of SweetWater Energy; **Ted Boucher**, Chairman of the Board of Caldwell Manufacturing; **Daan Braveman, J.D.** President of Nazareth College; **Tommy Brunett**, Co-founder of Iron Smoke Distillery; **Arunas Chesonis**, Chairman of the Board and CEO of SweetWater Energy; WROC-TV’s **Adam Chodak**; **Provost Robert Clark** from the University of Rochester; **Asher Flaum**, President of Flaum Management; **Monica Flaum** from Dripping in Gems; **Marc Iocona**, Executive Director and Co-Producer of the Xerox Rochester International Jazz Festival; **Tony Infantino** from WARM 101.3’s “Wake Up with Tony”; the City of Rochester’s **Marisol Lopez**, Department of Recreation and Youth Services and **Dana Miller**, City Council Vice President; **Robert Mayo**, Chief Medical Officer from Rochester Regional Health; **David Palmer**, Artistic Director of the Rochester City Ballet; WDKX’s **DJ Reign**; **Richard Storms**, President of

Record Archive; **Amy Tait**, Founder and Board Chair of Broadstone Real Estate; **Justin Vigdor** from Bond, Schoeneck and King Attorneys; **Courtney Winslow** from Education Success Network and **Matt Winslow**, COO of Cerion, LLC. The event will be emceed by **“Suburban Outlaw” Pam Sherman**.

Tickets to Geva’s Summer Curtain Call are \$175 per person with reserved seating. Reserved tables of 10 starting at \$2,500. Event sponsorships are available for \$1,500 and up. For Sponsorship information please call the Development office at 585-420-2041. Tickets can be purchased online at gevatheatre.org or through the Box Office at (585) 232-4382.

Honorary Co-Chairs of this year’s Summer Curtain Call are Arunas and Pam Chesonis. Executive Producers are ESL Federal Credit Union and David and Patricia Gardner. Producers and Lounge Sponsors are Nocon & Associates, a private wealth advisory practice of Ameriprise Financial Services, Inc. and Dr. Dawn Lipson. Theresa Conroy and Josh Stubbe are Education & Summer Curtain Call Committee Co-Chairs.

Thank you to our in-kind partners: 2 Ton Tony’s Pizza; Black Button Distilling; Conolly Printing; Constellation Brands, Empire Digital Signs; Entre Computer Services; Ethan Allen Furniture; Fioravanti Florist; Hedonist Artisan Chocolates; imaginé Photography; Iron Stone Distillery; Madeline’s Catering; Marshall Street Bar & Grill; The Melting Pot; Moonlight Creamery; Nolan’s Rental, Inc.; Papermoon Productions; ROC Brewing Co. and Standing Stone Vineyards

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