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FOR IMMEDIATE RELEASE

GEVA THEATRE CENTER NAMES NEW DIRECTOR OF INSTITUTIONAL ADVANCEMENT

Laura J. Sadowski brings record of fundraising success and community service.

Rochester, NY. September 12, 2017 – Executive Director Christopher Mannelli and Artistic Director Mark Cuddy have announced that **Laura J. Sadowski** will be Geva Theatre Center’s new Director of Institutional Advancement as it enters its 45th Season. The Director of Institutional Advancement is a member of the senior leadership team and is directly responsible for planning, leading and growing the organization’s fundraising efforts, including a growing Annual Fund. Ticket sales alone do not support the cost of Geva’s productions, programs and services, and therefore, as a not-for-profit theatre, Geva must raise approximately \$2 million annually in charitable support from individuals, businesses, foundations and government agencies.

Ms. Sadowski comes to Geva from the George Eastman Museum where she served as Vice President, Community Engagement. Previously she served as Vice President of Al Sigl Community of Agencies, a collaborative community of agencies serving individuals with physical and intellectual disabilities. For more than 20 years, Laura served as Vice President for Institutional Advancement for The Strong (National Museum of Play). She also has experience in corporate communications, public relations, advertising and television news. Laura serves on the board of Causewave (formerly the Ad Council of Rochester) and as a member of the Women’s Leadership Steering Committee of United Way of Greater Rochester. She has been recognized by the Association of Fund Raising Professionals as Rochester’s outstanding fundraising executive, by the American Marketing Association as Marketer of the Year, by Women in Communications with its Matrix Award, by the Advertising Council of Rochester with its Lantern Award, and by the *Rochester Business Journal* as one of its inaugural class of “Forty Under 40.” A native of Rochester, Laura is a proud alumna of New York State public education. She is a graduate of the Rush-Henrietta School District and she received her B.A. degree from the State University of New York at Plattsburgh. She resides in Irondequoit.

“We could not be happier to have Laura join our team at Geva Theatre Center,” says **Executive Director Christopher Mannelli**. “She brings an incredible wealth of knowledge and a deep understanding of our

community to Geva's Advancement efforts. She is an outstanding leader and we know her work will be instrumental in achieving Geva's future goals."

Ms. Sadowski began her new position on Monday, August 14 and joins her Institutional Advancement colleagues: Scott Falkowski Manager of Donor Engagement and Special Events; Emily Hotaling, Grants and Communications Associate; and Emily Rhone, Development Events Assistant.

**For further information, or to arrange an interview with Ms. Sadowski, please contact:
Dawn Kellogg, Communications Manager, (585) 420-2059**

Attached Photo: Laura J. Sadowski

GEVA THEATRE CENTER

Founded in 1972, Geva Theatre Center is a not-for-profit, professional theatre company dedicated to creating and producing professional theatre productions, programs and services of a national standard. As Rochester's leading professional theatre, Geva Theatre Center is the most attended regional theatre in New York State, and one of the 25 most subscribed in the country, serving up to 160,000 patrons annually, including more than 16,000 students.

The 522-seat Elaine P. Wilson Stage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Stage is home to Geva's own series of contemporary drama, comedy and musical theatre; Geva Comedy Improv; Geva's New Play Reading Series and the Hornet's Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. In addition, the Fielding Stage hosts visiting companies of both local and international renown.

Geva Theatre Center offers a wide variety of educational, outreach and literary programs, nurturing audiences and artists alike. Since 1995, the organization has been under the artistic direction of Mark Cuddy.

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