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FOR IMMEDIATE RELEASE

IN THE HEIGHTS

IS THE FASTEST-SELLING PRODUCTION IN GEVA'S 45-YEAR HISTORY

***Over 20,000 people saw In the Heights.
Theatre filled to 100% capacity for each of the 40 performances of the run.
Over \$71,000 raised for Hurricane Maria relief.
Over 11,000 have subscribed to Geva's 2017-2018 Season.***

Rochester, N.Y., October 10, 2017 – Geva Theatre Center's production of *In the Heights*, with music and lyrics by **Lin-Manuel Miranda**, book by **Quiara Alegría Hudes**, conceived by **Lin-Manuel Miranda** and directed by **Melissa Rain Anderson** was a huge hit for the 45-year old, not-for-profit theatre. Over 20,000 people attended the production, crafted in Rochester, for Rochester over a five-week period with 40 performances. It was the fastest-selling production in Geva history with performances selling out prior to the very first preview on September 5. The theatre intentionally maintained low ticket prices for this production to ensure that as many people from the Rochester community as possible were able to see this critically-acclaimed musical, resulting in a much younger and diverse audience than Geva has seen in the past. Two weeks before the final performance on October 8, Geva's box office announced that the production was 'Sold Out' for the remainder of the run, with only standby tickets available.

On September 20, Hurricane Maria tragically decimated Puerto Rico. The cast of *In the Heights* (many of whom have family in the ravaged US territory) and the theatre responded quickly, organizing a post-show donation drive after every performance from September 21. Over \$71,000 was raised which will be sent to hispanicfederation.org, Lin-Manuel Miranda's chosen relief fund. Geva thanks Rochester's generous audiences for helping with this effort.

Over 11,000 people from all over the Greater Rochester region have subscribed to Geva's 2017-2018 Season – a testament to the shows, quality of productions and service that Geva offers. As a proud member of the Rochester community, Geva partners regularly with other area organizations. Geva would like to thank their

community partner for *In the Heights*, **Rochester Latino Theatre Company (RLTC)**. RLTC made our artists feel at home from the very beginning and were an integral part of the success of this production. The number of Geva subscribers exceeds those of any Rochester-based sports teams or arts organizations. Geva's subscription base ranks in the top 25 in the nation, serving the 51st largest metro area.

Productions at Geva are created right here *in Rochester for Rochester* - the theatre employs 51 full-time and over 200 part time staff and artists. Geva retains casting directors in New York City and, as with all its productions, auditions were held there and in Rochester this past spring. The nineteen-strong cast of *In the Heights* began rehearsals at Geva on August 15 with seventeen cast members from outside of Rochester (housed in Geva-owned, loft-style apartments located steps from the theatre) and two locally-based actors. Throughout the past two months of rehearsals and performances, out-of-town cast members have been enjoying the sights, sounds and tastes of Rochester including visiting local landmarks, shopping in our stores and dining at area restaurants.

The 2017-2018 Wilson Stage Series is sponsored by **ESL Federal Credit Union** and **Rochester Regional Health**. The Honorary Wilson Stage Series Sponsor is **Dr. Dawn Lipson**. *In the Heights* is produced with support from the **Scale the Heights Producing Group**; Lead Co-Producer **Buckingham Properties**; Co-Producer **Harter Secret & Emery LLP**; and Media Sponsors **Fox TV, WDKX** and **WXXI**.

**For further information, photographs or to arrange interviews, please contact:
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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 Hornets' 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.