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FOR IMMEDIATE RELEASE

## GEVA TO RAISE FUNDS FOR EDUCATION WITH SUMMER CURTAIN CALL 2019

**Local VIPs and celebrities to star in one-night-only performance.**

**Rochester, N.Y., May 20, 2019** – One of the most anticipated events in the theatre’s calendar, Geva Theatre Center will raise the curtain on **Friday, May 31<sup>st</sup>** for the nineteenth annual **Summer Curtain Call**. The gala event raises funds for Geva’s nationally-recognized education and engagement 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.

The evening begins at 6:00pm under the festival tent on Woodbury Boulevard with a reception. Guests will enjoy sumptuous food and drink, and silent and live auctions. A one-night-only performance of an original show, written and directed by Geva’s Artistic Director **Mark Cuddy**, will feature unforgettable appearances by a cavalcade of local “celebrities.”

Summer Curtain Call stars a host of local personalities such as **James Barger**, Senior Vice President – Market President and Commercial Banking Leader at KeyBank; Geva Trustee **Dennis Bassett**; **Tommy Brunett** from Iron Smoke Distillery; Geva Trustee **Essie Calhoun-McDavid**; **Keith Cleary**, Senior VP/Director, Business Banking for ESL Federal Credit Union; Monroe County Executive **Cheryl Dinolfo**; **Bob Duffy**, President and CEO of the Rochester Area Chamber of Commerce; **Bob Fox**, Director EFPR Solutions at EFPRGroup, LLP; **Wendy Heinzelman**, Dean of the Hajim School of Engineering and Applied Sciences at the University of Rochester; **Caroline Hill** from Sage Ruddy & Co.; **William LaForte** from Trevett Crisco Attorneys; **Joan Lincoln** from Panache Vintage & Finer Consignment; WHAM Radio’s **Joe Lomonaco**; **Curtis Long**, President and CEO of the Rochester Philharmonic Orchestra; **Dr. Mary E. Maida**; **Dr. David Munson**, President of RIT; **Hilary Olson**, President and CEO of the Rochester Museum and Science Center; and **Deborah Stendardi**, Vice

President for Government and Community Affairs at RIT. 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](http://gevatheatre.org) or through the Box Office at (585) 232-4382.

Honorary Chair of this year’s Summer Curtain Call is Helen H. Berkeley. Executive Producer is ESL Charitable Foundation, David & Patricia Gardner are the Lounge Sponsor and Constellation Brands is the Associate Producer. Peggy Boucher and Barbara Bruning are the event co-chairs. .

In-kind partners include: Airigami, Balsam Bagels, Conolly Printing; Constellation Brands, Empire Digital; Entre Computer Services; Ethan Allen; Get Caked; Hedonist Artisan Chocolates; imaginé Photography; Iron Smoke Distillery; Madeline’s Catering; Marshall Street Bar & Grill; The Melting Pot; Moonlight Creamery; Nolan’s Rental, Inc.; Papermoon Productions; ROC Brewing Co. and Rockcastle Florist.

**\*ENDS\***