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FOR IMMEDIATE RELEASE

GEVA LOOKS TOWARDS THE FUTURE WITH A NEW EDUCATION AND ENGAGEMENT CENTER

***Geva to be a stakeholder in the new PathStone Corporation building
planned for Site 7 in 2022.***

Rochester, N.Y., September 19, 2019 – As Geva opens its 47th season, the organization looks outside of their four walls to focus firmly on education and community engagement and to be the leader in the area for connecting theatre directly and deeply to its constituents. Current programming occupies all available space in Geva's 150-year old historic home. Renovations completed in 2016 included the addition of a hospitality suite, and those rooms now host a full schedule of events for both Geva and, as an additional revenue stream, as rental venue to outside organizations.

Geva is partnering with the PathStone Corporation to create a space in which Geva will launch a new arts initiative that celebrates and serves our community through arts-based programming. The 5,900 square foot space, located on the ground floor of the proposed PathStone building at 150 Monroe Avenue (currently known as Site 7), will be home to a year-round program of theatre and creativity classes and workshops. As Geva develops and deepens relationships with community partners and organizations, the flexibility of the new space at Site 7 will also create opportunities for innovative and expansive engagement programming outside of the realm of the traditional theatergoing experience.

Continuing in its efforts to be a national leader in audience and community engagement, Geva is planning for the future. No other arts organization in this region has a dedicated, stand-alone space specifically designed for Education and Engagement Programming. Centered close to the expansion of the Strong National Museum of Play, with a mix of residential and commercial real estate, this additional space will allow Geva to expand its already extensive education and engagement programs which serve 20,000 annually, offering greater opportunities to partner with the Rochester City School District. Geva envisages after school, evening,

weekend and summer programs for young people and adults; and meetings and gatherings of area non-profits and community-based organizations.

“This facility is a long-held dream of ours to provide more opportunities for participation in theatre activities for Rochester area residents,” states **Artistic Director Mark Cuddy**. “Our home at Woodbury and Clinton is filled with performance programming, and doesn’t have the studio spaces for year-round classes. Our expanding engagement efforts will now also have terrific meeting and learning facilities.”

“We are thrilled to have an opportunity to create this new space for our community,” says **Executive Director Christopher Mannelli**. “This will be a place where folks from all over the region can gather, share and celebrate the arts in all its forms.”

“Creating a space for our community requires that we listen and collaborate with our constituents to create a unique model of service,” commented Geva’s **Director of Engagement and Associate Artistic Director Pirronne Yousefzadeh**. “I am certain that as the process continues and we deepen and expand the dialogue with our community, this new center will be a transformative step forward for all of us.”

Geva’s tenancy in the building at 150 Monroe Avenue dovetails with the PathStone Corporation’s commitment to the community and mission to building family and individual self-sufficiency by strengthening farmworker, rural and urban communities. It is projected that the building will be completed and Geva can begin programs in the space prior to the start of Geva’s 50th Anniversary Season in September 2022.

**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 theatre company dedicated to creating and producing professional theatre productions, programs and services of a national standard. As Rochester’s flagship professional theatre, Geva 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 20,000 students.

Geva operates two venues – the 516-seat Elaine P. Wilson Stage and the 180-seat Ron & Donna Fielding Stage. As one of the country’s leading theatre companies and a member of the national League of Resident Theatres, Geva produces a varied contemporary repertoire from musicals to world premieres celebrating the rich tapestry of our diverse community. The theatre draws upon the talents of some of the country’s top actors, directors, designers and writers who are shaping the American Theatre scene.

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.

For more information: GevaTheatre.org