



Media Contact: Dawn Kellogg
Communications Manager
(585) 420-2059
dkellogg@gevatheatre.org

FOR IMMEDIATE RELEASE

NOVEL CORONAVIRUS UPDATE: GEVA CANCELS REMAINING PERFORMANCES OF *ONCE AND CRY IT OUT*

Following Governor Cuomo's directive, effective at 5pm today, all remaining performances of ONCE and CRY IT OUT will be cancelled.

Geva to provide video access of Once and Cry It Out.

Geva will provide updates on future performances and events on an ongoing basis.

Rochester, N.Y., March 13, 2020 – Geva's first priority is to adhere to the measures outlined by public officials to ensure the safety and well-being of patrons, casts, staff and the general public. Following on the Governor's directive yesterday limiting attendance at live events, effective at 5pm today, **Geva will be cancelling all remaining performances of *Once and Cry It Out*.**

For those patrons who have tickets to performances of *Once and Cry It Out* from March 13 through March 22, we are offering the following options:

- **Receive access to videos** of Geva's productions of *Once and Cry It Out*. (Details will be available next week).
- **Receive a credit toward a future production** at Geva in our current season, toward a 2020-2021 Season Subscription, or toward single tickets when they become available.
- **Donate the value of your ticket(s) as a tax-deductible contribution.** Transferring your ticket to a donation supports Geva during these uncertain times. We will continue to

pay our artists and staff during this crisis and your donation will help the theatre meet these obligations.

The Box Office will be contacting ticket holders in the coming days to make arrangements for these options.

It is absolutely understandable that many of those who have purchased tickets to both *Once* and *Cry It Out* may wish to seek refunds. However, as a non-profit theatre, this can have a devastating impact on the theatre. We know how much patrons love Geva! The theatre is incredibly grateful to continue to be part of patrons' lives and the cultural life of Rochester for over 47 years. The theatre is asking patrons to consider one of the aforementioned options in place of a refund.

At Geva, we believe in taking care of one another and we ask you to continue to take care of each other, too. We will continue to monitor the situation and provide ongoing updates on the remaining productions of the 2019-2020 season on both our website and through social media. (Also, keep your eyes out for news on the theatre's exciting 2020-2021 Season which will be announced next week!)

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

ENDS