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FOR IMMEDIATE RELEASE

NOVEL CORONAVIRUS UPDATE: GEVA HALTS TICKET SALES FOR FINAL WEEK OF *ONCE AND CRY IT OUT*

Geva to provide video access of *Once and Cry It Out* to current ticket holders who do not wish to attend in person.

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

Rochester, N.Y., March 12, 2020 – Ticket sales for the final week of performances of both *Once* and *Cry It Out* (March 17 – 22) will be halted – no further tickets will be sold to these productions. However, Geva Theatre Center will be proceeding with performances of *Once* and *Cry It Out* as scheduled until further notice. The theatre will continue to monitor the situation and will provide updates on an ongoing basis, including information on video access of *Once* and *Cry It Out* for current ticket holders who do not wish to attend in person, and upcoming productions and events of the 2019-2020 Season. This is in response to nationwide recommendations and suggestions by the Monroe County Executive and Rochester City Officials earlier today regarding Novel Coronavirus and a commitment to limiting attendance at live events.

The safety and well-being of patrons is of paramount important to the staff at Geva, and they are committed to ensuring that the patron experience is as safe and comfortable as possible. As such, they are following the lead of our state and elected officials to continually implement strategies recommended by health officials. Geva has added several hand-sanitizer stations in the lobby. Posted in all restrooms are signs that help remind everyone of proper hand-washing

technique. The theatre has also increased the frequency of sanitizing chairs, tables, door handles and other high-traffic areas.

Geva believes in taking care of one another. While at the theatre, they are asking all guests to join in this spirit by taking standard precautions recommended by the CDC, including frequent hand washing, to avoid the spread of any illness.

Most importantly, the theatre is recommending that if patrons are experiencing cold or flu-like symptoms and are scheduled to attend a performance at Geva, please stay home. Call the box office at (585) 232-4382 to credit your tickets for a future performance. This policy will remain in effect through April 30 and may be extended as we continue to monitor the situation.

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

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