



Media Contact:
Melissa Boyack
Director of Marketing
(585) 749-4249
mboyack@gevatheatre.org

FOR IMMEDIATE RELEASE

Geva Theatre Center Announces Newly Formed Artistic Council

March 31, 2021, Rochester, N.Y. – Geva Theatre Center is pleased to announce the formation of its new Artistic Council. The council's six members, each of whom are leaders in the Greater Rochester community, reflect the intersectional makeup of the region's citizenry. The mission of the Artistic Council is to provide a broad range of viewpoints from outside of the organization to inform Geva's season-planning process. The group, which is compensated for its work, will gather on a monthly basis to discuss scripts under consideration for future seasons.

The members of the inaugural Artistic Council are Shawn Brown, Luticha André Doucette, Tonia Iakonikohnrio Galban, Stephanie Paredes, Mojgan Rabbani, and Esther Winter (bios are attached).

The formation of Geva's Artistic Council is an early-stage, tangible outcome of intensified, ongoing anti-racism work that the theatre has been internally engaging in since June 2020. Having existed as a predominantly white organization throughout its history, the theatre's leaders are taking actions to interrogate and reimagine our processes and to produce more holistically inclusive works that appropriately represent the plurality of Rochesterians. The Artistic Council is a bedrock component of this effort.

"How fortunate we are that these passionate and talented Rochesterians are making time to help us choose stories for our two stages! Including a wider array of perspectives in the long process of season planning strengthens Geva's ability to create productions and programming that serve our communities more deeply," states Mark Cuddy, Geva's Artistic Director.

"Through this Artistic Council, Geva is building a longer table and welcoming diverse voices to the table to share their insights," says council member Stephanie Paredes. "This is an important step in moving the needle of inclusion and equity both on and off stage."

— more —

Council member Esther Winter notes, “It is wonderful to work again with Geva’s resident staff, and an honor to have the opportunity to work with such esteemed members of the Rochester community and to be a part of Geva’s continued focus on producing multicultural stories for their audiences.”

To date, the Artistic Council has met twice with Geva’s artistic staff to offer insight and feedback on scripts that are being looked at for Geva’s next season, which will be its 49th.

About Geva Theatre Center

Geva Theatre Center is a nonprofit, professional theatre company in downtown Rochester, New York, offering world-class productions and extensive additional programming. Founded in 1972, Geva is the most well-attended regional theatre in New York State with one of the 25 largest subscription bases among regional theatres in the country. Geva serves as many as 160,000 patrons annually, including more than 20,000 students.

Geva’s 517-seat Wilson Stage and 180-seat Fielding Stage each offer a wide-ranging collection of drama, comedy and musical theatre, from classics to world premieres. The company also offers a broad slate of educational, outreach and literary programming to enrich audiences, students and artists of all ages and disciplines. Since 1995, Geva has been under the artistic direction of Mark Cuddy.

Geva Theatre Center sits on the ancestral and unceded territory of the O-non-dowa-gah, or “the people of the Great Hill.” In English, they are known as the Seneca people, “the keeper of the western door.” They have stewarded this land through generations, and Geva pays respect and gives thanks to their elders, past and present.

Find out more about Geva Theatre Center at GevaTheatre.org or by connecting with us on social media. Facebook: facebook.com/gevatheatrecenter, Twitter: [@gevatheatre](https://twitter.com/gevatheatre), Instagram: [@gevatheatre](https://instagram.com/gevatheatre), LinkedIn: linkedin.com/company/geva-theatre-center.

END