



Media Contact:
Abbey Noble
Marketing and Communications Coordinator
Office: 585-420-2059
Cell: 585-355-6576
anoble@gevatheatre.org



FOR IMMEDIATE RELEASE

Geva Theatre Center’s “A Christmas Carol” returns, live and in-person

Annual One-Day Sale set for Monday, Sept. 20

Rochester, N.Y., Sept. 14, 2021 – After nearly two years, Rochester’s favorite holiday tradition is back, live and in-person. Geva Theatre Center’s “A Christmas Carol” will return to the Wilson Stage this holiday season, with more than 30 performances scheduled from Nov. 24 to Dec. 24. Geva has staged adaptations of the beloved holiday tale since 1985 but was forced to cancel last year’s live theatrical production due to the pandemic, producing a special radio adaptation instead.

“The role that ‘A Christmas Carol’ plays in the holiday life of our region can’t be underestimated. Families and friends celebrate the approaching Rochester winter by experiencing this landmark tale of redemption, with all of its joy, music and drama,” says Geva Artistic Director Mark Cuddy. “It has been two years since we’ve been able to present it, and I for one can’t wait for Ebenezer Scrooge and his ghosts to haunt our stage once again.”

Patrons can take advantage of the lowest prices of the season by purchasing tickets during Geva’s annual One-Day Sale on Monday, Sept. 20. Prices start at just \$12 for children and \$23.25 for adults.

— more —

Tickets can be purchased in-person or by calling 585-232-4382 between 8 a.m. and 8 p.m. or online at GevaTheatre.org from 12 a.m. to midnight.

“A Christmas Carol” is adapted and directed by Mark Cuddy, with original music and lyrics by Gregg Coffin. The production is presented by KeyBank and produced with additional support from media sponsors WHEC and WARM 101.3.

The safety of patrons, staff and volunteers is Geva’s top priority. The theatre recently updated its indoor safety procedures

- All eligible patrons must be fully vaccinated and will be required to show proof of vaccination upon entry.
- Unvaccinated patrons must provide proof of a negative COVID test result.
- All patrons, staff and volunteers must wear masks while indoors, except while eating or drinking in the café area only.
- Any patrons, staff, or volunteers who are feeling ill are asked to stay home. Tickets can be exchanged free of charge.
- Patrons that prefer touchless ticketing will be issued electronic tickets by email.

Geva is constantly monitoring data and guidance from federal, state and local health officials, and will update protocols accordingly.

For more information, or to arrange interviews, contact Abbey Noble, Geva marketing and communications coordinator, at anoble@gevatheatre.org or 585-420-2059.

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