



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

FOR IMMEDIATE RELEASE

**Geva Theatre Center announces  
its first-ever outdoor production,  
*Ring of Fire: The Music of Johnny Cash***

**August 3 – September 12, 2021**

Directed by Geva Artistic Director **Mark Cuddy**

***ESL Federal Credit Union Sponsors Geva's 48<sup>th</sup> Season with  
Honorary Season Producer Dr. Dawn Lipson***

**Rochester, N.Y., July 6, 2021** – After 16 months of darkened stages, Geva Theatre Center announces its return to live, in-person theatre with its first-ever outdoor production, ***Ring of Fire: The Music of Johnny Cash***. Performances will take place on the custom-built Six-String Bandstand, sponsored by Excellus BlueCross BlueShield, which will be located directly behind the theatre building.

***Ring of Fire*** will feature a cast of six multi-instrumentalist actors paying homage to the legendary Man in Black as they lead audiences on a crowd-pleasing ride through Johnny Cash's gritty life story. The rowdy jukebox musical includes more than two-dozen Cash classics, including "I Walk the Line," "Folsom Prison Blues," "I've Been Everywhere," and of course, "Ring of Fire."

"Over the course of the pandemic, Geva has explored so many ways of creating theatre that were new to us. We learned a lot, but we really missed the live experience of being with people. It will be a joy to welcome audiences back in person with this celebration of the universally beloved artist Johnny Cash. We cannot wait to see all those faces in the audience enjoying a special summertime experience!" said Geva Artistic Director Mark Cuddy.

*Ring of Fire: The Music of Johnny Cash* was created by Richard Maltby, Jr., conceived by William Meade, and adapted from the Broadway production by Richard Maltby, Jr. and Jason Edward. The

artistic team includes actors Margaret Dudasik, Damon Gillespie, Déa Julien, Adrian Lopez, Sky Seals, and Sam Sherwood, along with Cuddy (director), Rasean Davonte Johnson (projection designer), Shoko Kambara (scenic designer), Christina Selian (costume designer), Andrew Mark Wilhelm (sound designer), Derek Madonia (lighting designer), Katherine Thesing (stage manager), Nolan Todd (assistant stage manager), Jenni Werner (literary director/co-dramaturg), and Fran Da Silveira (co-dramaturg).

This production is included as part of Geva's 2020-2021 season. Tickets for the general public are now on sale and may be purchased online at [gevatheatre.org](http://gevatheatre.org) or by calling the Geva Box Office at 585-232-4382. Based on current state and federal guidelines, masking will not be required for this outdoor production, and physical distancing will not be mandated. However, unvaccinated guests are strongly encouraged to wear masks. All policies are subject to change based on public health guidelines.

Since Geva's 2014-2015 Season, **ESL Federal Credit Union** has sponsored the Wilson Stage Series, along with the Fielding Stage Series in recent years. In its 100<sup>th</sup> year, ESL continues its commitment as the Presenting Sponsor for the Geva Theatre Center 2020-2021 Season. **Dr. Dawn Lipson** serves as Honorary Season Producer.

## Further Updates About Upcoming Productions

*All plays, artists, and schedules are subject to change.*

SEPTEMBER 28 – OCTOBER 24, 2021

### *Vietgone*

*A rock & romance-fueled motorcycle adventure set in 1975*

By Qui Nguyen

Directed by Pirronne Yousefzadeh

Original Music by Shane Rettig

**It's 1975. Saigon has fallen. He lost his wife. She lost her fiancé. Now in a new land of Harleys, hot dogs and "howdy!" they just might find each other.**

**This modern boy-meets-girl story takes audiences on a hilariously rip-roaring adventure across 1970s America with a fiery soundtrack, serving up hip-hop, sass and comic-book quick cuts.**

Presented on the Wilson Stage, this will be Geva's first opportunity to welcome guests back into the theatre since March 2020.

RETURNING IN LATE 2021

## *A Christmas Carol*

*Rochester's favorite holiday tradition is back!*

Details will be announced as they become available.

### **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](http://GevaTheatre.org) or by connecting with us on social media. Facebook: [facebook.com/gevatheatrecenter](https://facebook.com/gevatheatrecenter), Twitter: [@gevatheatre](https://twitter.com/gevatheatre), Instagram: [@gevatheatre](https://instagram.com/gevatheatre), LinkedIn: [linkedin.com/company/geva-theatre-center](https://linkedin.com/company/geva-theatre-center).

**### END ###**