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FOR IMMEDIATE RELEASE

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## **Geva Theatre Center's Curtain Call fundraising gala returns IN PERSON on Friday, June 10**

Annual event raises funds for education and engagement programming

**Rochester, N.Y. —** For more than two decades, Geva Theatre Center's annual **Curtain Call** fundraising gala has been among the most highly-anticipated events on Rochester's social calendar. This year, the event returns to an in-person format on **Friday, June 10 at 6 p.m.** to raise critical funding in support of Geva's education and engagement programs.

The highlight of Curtain Call is a comedic one-night-only production written and directed by Geva Artistic Director **Mark Cuddy** and starring an array of local "celebrities," including Greater Rochester Chamber of Commerce President & CEO **Bob Duffy**, Rochester New York FC owners **Wendy and David Dworkin**, former ESL Federal Credit Union President & CEO **David Fiedler**, current ESL Federal Credit Union President & CEO **Faheem Masood**, Urban League of Rochester President & CEO **Seanelle Hawkins**, former broadcast journalists **Norma Holland** and **Jennifer Johnson**, actor **Mary Mendez Rizzo**, United Way of Greater Rochester and the Finger Lakes President & CEO **Jaime Saunders**, and "The Suburban Outlaw" **Pam Sherman**. This year's event is Cuddy's final Curtain Call before his retirement in July. Cuddy says, "As I conclude my twenty-seven year tenure at Geva, I am thrilled that once again we can celebrate in-person and I have a final opportunity to write and direct an annual spoof with Rochester's luminaries. So much fun!"

The performance will be accompanied by live and silent auctions, a wine pull, and raffle. The auctions include several premier packages, including getaway stays in New York City and the Adirondacks, a custom designed luxury picnic, and a private suite for a Rochester Redwings game. Other offerings include restaurant gift certificates, fine art, arts and cultural experiences, and much more. Bidding begins online on Friday, June 3. **Gevacurtaincall.com** is the dedicated website for all aspects of the theatre's biggest fundraiser of the year.

Tickets for Curtain Call 2022 are \$175 each with reserved seating. Reserved tables of 10 start at \$2,500. Event sponsorships are available for \$1,500 and up. For sponsorship information, please contact Geva Director of Institutional Advancement Laura Sadowski at [lsadowski@gevatheatre.org](mailto:lsadowski@gevatheatre.org). Tickets can be purchased at [gevacurtaincall.com](http://gevacurtaincall.com) or by calling the box office at 585-232-4382 Tuesday through Sunday from noon to 8 p.m.

Since its inception, Curtain Call has raised close to \$3 million in support of Geva's many education and engagement programs. These combined programs serve more than 40,000 people annually, including approximately 20,000 students from throughout the Great Rochester region.

Geva Trustees **Margaret Busch** and **Barbara LaVerdi** are serving as co-chairs for Curtain Call 2022.

Curtain Call 2022 is presented by **Nocon & Associates, a private wealth management practice of Ameriprise Financial Advisors LLC**. Supporting sponsors include **ESL Charitable Foundation, LaBella Associates, The Community Foundation, Phil & Sharon Burke, Margaret & Tim Busch, Pam Giambrone, Barbara LaVerdi & Bryan Donnelly, Alesco Advisors LLC., Villa of Hope, and Washington Square Community Association**.

### **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 Onöndowa'ga, 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).

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