

Geva Theatre Announces ROC Geva Pass Partnership with the City of Rochester



in partnership with the City of Rochester

Rochester, N.Y. — Geva Theatre and the City of Rochester proudly announce the establishment of the **ROC Geva Pass**, a partnership that will provide two hundred complimentary tickets for each of Geva's Subscription Series Production to city residents in specified zip-codes (14621, 14605, 14608, 14611, 14619, 14606, 14613, 14615, and 14616). The ROC

Geva Pass program will begin with *Dial M for Murder*,

which opens on January 16, 2024. Tickets are available on a first come, first served basis.

Individual households may reserve up to 6 tickets per production, for groups larger than 6 please contact Geva's Engagement department at (585) 420-2010. Restrictions will apply, such as: only valid for the first two weeks of a production, excludes Opening Nights, *A Christmas Carol* and other holiday or special programming, and cannot be applied to previous purchases.

Residents wishing to obtain complimentary tickets through the ROC Geva Pass may call the Geva Box Office at 585-232-GEVA(4382) or visit the Box Office in-person at 75 Woodbury Boulevard, Rochester, New York 14607.

Geva's partnership with the City of Rochester will allow it to expand the connections it has been building in the city over the past few years with people and organizations, such as Ibero-American Action League, Borinquen Dance Theatre, Baden Street Settlement, among others, and last summer's Latinx Art & Culture Celebration at La Marketa/International Plaza.

For the ROC Geva Pass, Geva and the City of Rochester welcome the following partners, who will help raise awareness to their constituents, including Beyond the Sanctuary, Ibero, Baden Street, and Soul Sustainable Living. This also includes an expansion of the partnership with the Rochester Public Library system's participants in the Safe to Be Smart teen program. The list of partners is expected to grow with organizations in the targeted zip-codes and will continue to be updated on the Engagement page of Geva's website.

"Financial limitations should never be a boundary to experiencing art, whether performance, literary, or visual," said Mayor Malik D. Evans. "The arts are essential to our personal and collective growth and cultural vitality; they are the heartbeat of our city. The ROC Geva Pass Program prioritizes creating space for our underserved neighbors in places they may not have historically been able to access. This partnership highlights our continued commitment to

fostering opportunities to make the arts more accessible and build a more inclusive and vibrant future for our community."

Geva Theatre Artistic Director Elizabeth Williamson shared, "We are pleased to add this new, powerful program to our ongoing partnership with The City of Rochester. Geva is committed to curating and producing a range of art and experiences that are inclusive and accessible to diverse communities. We are equally committed to expanding the diversity of our audiences. Through the launch of the ROC Geva Pass, we look forward to welcoming many more neighbors to Geva to experience our rich season-programming."

Dr. Tokeya Graham, Founder and CEO of Soulustainable Living shared, "I am honored to be part of a community ecosystem that has provided opportunities for Soulustainable Living families to participate in quality theater experiences. As we all know, exposure to the Arts is a necessary component of personal development. Each Soulustainable Living community member has been able to see shows that have re/activated their imaginations, especially the shows where the cast reflects the beautiful Blackness of the families in our village. Theater belongs to everyone and I'm glad that we have been welcomed into Geva Theatre. This gift creates access and equity in new ways. I look forward to even more community building and partnerships."

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About Geva Theatre Center

Founded in 1972, Geva Theatre Center is a not-for-profit, professional theatre company dedicated to creating and producing professional theatre productions, programs, and services of a national standard.

The 516-seat Elaine P. Wilson Stage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Stage is home to Geva's series of contemporary drama, comedy, musical theatre, and new play development programs. In addition, the Fielding Stage hosts visiting companies of both local and international renown.

Geva offers a wide variety of educational, engagement, and literary programs, nurturing audiences and artists alike. 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.

Geva is under the leadership of Artistic Director Elizabeth Williamson and Executive Director James Haskins.

About Engagement at Geva

Leading these initiatives is Rachel Y. DeGuzman, Geva's Director of Engagement, Community Partnerships, and Public Curation. Engagement at Geva's overarching objective is to connect more people and organizations with the productions presented on the theatre's stages.

Engagement at Geva programs include Geva *Insights*, Mondays at Geva, the Essie Calhoun Diversity in the Arts Awards, symposiums and more. The goal of these programs and initiatives is to build more connected relationships with existing patrons and partners. To build new and meaningful relationships with people and organizations with whom we have traditionally had no or little connectivity, the kind of sticky connectivity that endures.

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.

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