

## Geva Theatre hosts Annual Fundraising Gala, Curtain Call, on Friday, June 7, 2024

**Rochester, N.Y.** — Geva Theatre is excited to announce the line-up for its annual fundraising gala, **Curtain Call**, which will be held on June 7, 2024, from 6-9:30 pm at the Theatre located at 75 Woodbury Blvd. Rochester, NY 14607. For over 26 years, Geva's Curtain Call event has raised crucial funds for the company's Education and Engagement programming, making it possible for thousands of people across the greater Rochester region, including more than 12,000 students and the expansion of adult audience members, to experience the transformative power of live theatre. Through our engagement programming we have also forged multiple collaborative relationships building bridges across differences and between our programming and the lives of the various communities that comprise our region. The event will feature a live and silent auction, a raffle, live music, dance theater, and performances by local artists.

Recently, Geva announced the upcoming 24/25 Season and the rollout of One Geva, a new vision for the company that encompasses productions, education, and engagement programming throughout the year on and off Geva's stages. With this in mind, for this year's Curtain Call, Geva has invited community partners and some of Rochester's amazing talents to perform across all of Geva's stages, including an outside tent. The theme for this year is ***a Flare of Purple***.

"This year's Curtain Call celebrates performances, partnerships, and educational programming throughout the theatre and beyond our four walls," said Executive Director James Haskins. "Our One Geva vision for the future embraces Geva's mission and vision to offer programs involving a diverse array of perspectives, for and with the communities that comprise the greater Rochester region. With much gratitude to all of our sponsors and especially to Curtain Call Chair Barbara LaVerdi and the Board and staff members who planned this year's expansive event, we look forward to a celebratory experience to support Geva's programmatic goals on our stages and in our communities."

### Event Programming:

In the tent, Geva welcomes a performance from **Herb Smith** and his **Freedom Trio**. The Trio is made up of Herb Smith on Trumpet, **Peter Chwazik** on bass, and **Joe Parker** on drums.

<https://herbtrumpet.com/the-freedom-trio/>

**Borinquen Dance Theatre** will present a dance performance on the Fielding Stage.

<https://www.borinquendancetheatre.org/>.

On the Wilson Stage, Geva welcomes back **Jennifer Sánchez** who has most recently appeared on our stage as the Wicked Witch from this year's Fall 2023 acclaimed production of *The Wizard of Oz*. She has also performed in eight Broadway productions, at the White House, the Hollywood Bowl, and Lincoln Center. Alongside her performance there will be a Live Auction emceed by **Pam Sherman**, testimonials from Geva's Engagement and Education departments, and a paddle call in support of the Geva's Engagement and Education programming.

Geva is honored to have **Jyannah Ware** share her testimony on behalf of Geva's Education department. She is a graduating senior from Brockport High School who's involvement at Geva spans many Geva Theatre programs over the past 4 years. Jyannah will attend Fordham University in the fall to major in theatre.

A trio of graduating senior musical theatre students from several colleges and universities across the greater Rochester region who have completed performance internships at Geva, appearing on Geva's stages, will present a medley of musical theatre songs in the Fielding. The trio is made up of **Reese Stojanovski** (Nazareth University, '24), **Sophia Benny** (SUNY Geneseo, '24), and **Alexander Berardi** (SUNY Brockport, '24).

Throughout the Lobby, **Silent Auction** items will be displayed, featuring: Vacation packages to National Parks, Cancun, Cauraco and more; Wine tastings all around the Finger Lakes and from the comfort of your house; tickets to local events, daytrips and date nights around the Finger Lakes and beyond; a guitar signed by rock and roll hall of fame legend Lou Graham of the Foreigners; costumes from previous Geva productions including A Christmas Carol, Wizard Of Oz and so much more.

### **Event Information:**

**Where:** Geva Theatre, 75 Woodbury Blvd. Rochester NY, 14607

**When:** Friday, June 7, 2024 | 6-9:30pm

**How to Purchase Tickets:** Tickets are \$190 Single and \$380 Couple. Sponsorships are also available to reserve tables. For more information on ticketing, visit:

<https://gevatheatre.ejoinme.org/cchome>.

Geva Theatre is incredibly grateful to the 2024 Curtain Call Sponsors, listed below.

**Presenting Sponsor:** Ameriprise Financial

**Diamond Sponsor:** ESL Federal Credit Union

**Platinum Sponsors:** RG&E, Madeline's Catering, Tito's Handmade Vodka, Empire Digital, and Barbara LaVerdi & Bryan Donnelly

**Gold Sponsor:** Philip & Sharon Burke

**Silver Sponsor:** Dennis & Mary Bassett, Diane McCue, Helen Zamboni, and Robert Neale & Richard Porlier

**Bronze Sponsors:** Entre Computer Services, Excellus BlueCross BlueShield, and Wegmans Food Market, Jeanine Arden-Ornt

**About Geva Theatre**

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

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

Find out more about Geva Theatre 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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