



Media Contact: Dawn Kellogg
Communications Manager
(585) 232-1366 ext. 3059
dkellogg@gevatheatre.org

FOR IMMEDIATE RELEASE

**GEVA CELEBRATES ROCHESTER,
OUR OWN RIVER CITY,
WITH SUMMER CURTAIN CALL 2011**

Rochester, N.Y., May 5, 2011 - Geva Theatre Center will raise the curtain on **Friday, June 3rd** for the eleventh annual **Summer Curtain Call**. The gala event raises funds for Geva's many outstanding education and outreach programs.

This year's theme, "Trouble in River City," includes a host of celebrities such as WHAM-1180's **Joe Lomonaco**, **Essie Calhoun** of United Way of Rochester, **Tony Infantino** of WARM 101.3, **Jennifer Johnson** of 13WHAM News, **Carlos Carballada** of the City of Rochester, **Arunas Chesonis** of PAETEC, New York State Assemblyman **Joseph Morelle**, New York State Senator **James Alesi**, **Rufus and Thomas Judson** of the Pike Company, Geva's Executive Director **Tom Parrish** and more.

The evening begins at 6:30pm under the festival marquee on Woodbury Boulevard with a reception. Guests will enjoy sumptuous food and drink, live and silent auctions, and performances by a cavalcade of local celebrities. The performance of "Trouble in River City" written and directed by Geva's Artistic Director Mark Cuddy will begin at approximately 8:00pm in the Mainstage.

Geva's Summer Curtain Call is one of the most anticipated events in the theatre's calendar. It brings the community and the entire Geva family – board members, staff, actors and patrons - together to support the theatre's outstanding education programs.

Tickets to Geva Summer Curtain Call are \$150 per person for general admission. A \$1000 group package includes eight tickets to the event. Tickets can be purchased online or through the Development Office at (585) 232-1366 x 3011. Funds raised will benefit Geva's education and outreach programs, including in-school teaching programs; teacher workshops and other programs designed to cultivate theatre and theatre education in the Rochester community.

The Executive Producer of this year's Summer Curtain Call is **Nocon & Associates**, A private wealth advisory practice of Ameriprise Financial Services, Inc. **Time Warner Cable** is an Education Partner. **The College at Brockport**, **COMIDA**, **Conolly Printing** and **REDCOM Laboratories** are Community and Corporate Partners. Honorary Co-Chairs for the event are **Nance and David Fiedler**.

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