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GEVA'S PRODUCTION OF *THE MUSIC MAN* A ROCHESTER HIT!

Geva's biggest-ever production was a favorite with audiences and critics alike, providing a significant impact on the Rochester economy.

Rochester, N.Y., June 16, 2011 – Geva Theatre Center's production of *The Music Man* was a favorite with Rochester critics and audiences alike! Over 25,000 patrons filled the Mainstage during the six-week run of the classic musical occupying 94% of available capacity. *The Music Man* was the capstone to a very successful season with increased attendance and over 25% of total performances throughout the season sold out.

Critics extolled the production as:

"Perfect." *The Democrat and Chronicle*

"Irresistible!" *City Newspaper*

"I'm glad my daughter's first live theater experience with *The Music Man* was Geva's stunning professional production." *Kids Out and About*

"This is a show people will be talking about for years." Jack Garner

Although the majority of patrons came from Monroe County and the surrounding area, visitors travelled from Buffalo, Syracuse, Corning and from 26 states and as far away as Alberta, Canada to see John Bolton, Analisa Leaming and Cass Morgan lead a cast of singers and dancers, Broadway veterans and local children, in Meredith Willson's beloved musical.

The production doubled the full-time workforce of New York State's most attended regional theatre company. 55 cast members and musicians, along with a team of the industry's top designers and directors, from around the country joined the company to produce Geva's largest-scale production. Cast members were resident in Rochester over a period of over nine weeks. That's nine weeks of local wages, hotel accommodations, meals at local restaurants and shopping at grocery stores, visits to area gyms and Rochester-style "rest and relaxation." This

factor, along with patron impact on paid parking, local restaurants, hotels and shops **contributed over \$2 million to the local economy.**

“*The Music Man* Band Project” provided a unique community aspect to Geva’s production. 27 local bands, including 19 school bands, took part in this project providing a truly grand finale to many performances. Throughout the run of *The Music Man*, over 1000 student and community musicians from all over the area marched down the Geva Mainstage aisles in a rousing rendition of “76 Trombones” which had audiences on their feet from April to June!

The Music Man would not have been possible without the support of our generous sponsors: Flaum Management Company, Harter Secrest & Emery LLP, HSBC Bank USA, N.A. and WARM 101.3; with additional support by Rochester Software Associates, Inc. and Tasteful Connections.

Geva Theatre Center’s 2011-2012 Season opens in September with *On Golden Pond*. Season ticket sales for this forthcoming season are trending well ahead of last year following the success of the 2010-2011 Season and with a wonderful selection of theatre to come.

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. As Rochester’s leading professional theatre, Geva Theatre Center is the most attended regional theatre in New York State, and one of the 25 most attended in the country, attracting over 170,000 patrons annually, including more than 16,000 students.

The 552-seat Elaine P. Wilson Mainstage offers a wide variety of shows, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Nextstage is home to Geva’s own series of cutting-edge drama, comedy and musical theatre; Geva Comedy Improv; Geva’s New Play Reading Series and the Hornet’s Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. The Nextstage also hosts visiting companies of both local and international renown.

Geva Theatre Center offers a wide variety of educational, outreach and literary programs, nurturing audiences and artists alike. Since 1995 the organization has been led by Artistic Director Mark Cuddy.

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