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FOR IMMEDIATE RELEASE

HOUSEWARMING SHOWER AND OPEN HOUSE AT GEVA LOFTS

***Wednesday, December 10, 7pm-8pm Open House will provide a sneak peek at
new artist housing.***

December 8, 2014. Rochester, N.Y. – Although the Geva Loft project will not be fully completed until mid-January, the public is invited to get a sneak peek at the progress of the development at a Housewarming Shower and Open House on **Wednesday, December 10 from 7pm-8pm** at the Merkel Donohue Building and Geva Lofts (corner of Woodbury and South Ave.) at 210 South Ave, Rochester, NY 14607. Guests will enjoy tastings from local bars and restaurants and can enter to win great raffle prizes.

In July, Geva signed a 10-year lease for the now named “Geva Lofts,” located 150 steps from Geva Theatre Center. The 11 studio loft units, ranging in size from 456 to 564 square feet, highlight the existing architectural features of the building and feature modern, loft-style design with exposed brick, soaring ceilings and windows, polished concrete floors and on-site laundry.

The public can help furnish these apartments! Geva is registered at **Bed Bath & Beyond** and at **Target** (registered under first name “Geva” and last name “Theatre Center”). These tax-deductible gifts will make Geva’s artists feel at home in Rochester.

With the donated design services of Sunny Mason at Ruby Gordon Furniture, each unit will be fully furnished and will exceed the housing standards set by Actors’ Equity Association, the Union of Professional Actors and Stage Managers in the United States. Per its collective bargaining agreement, Geva must provide its actors with housing while they are in residence for the nine weeks of rehearsals and performances. The new housing will help the theatre be an employer of choice and continue to attract the country’s top talent. Geva artists will be housed in the building beginning in early 2015.

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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 subscribed in the country, serving up to 160,000 patrons annually, including more than 16,000 students.

The 526-seat Elaine P. Wilson Mainstage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Nextstage is home to Geva's own series of contemporary drama, comedy and musical theatre; Geva Comedy Improv; Geva's New Play Reading Series and the Hornets' Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. In addition, the Nextstage 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 under the artistic direction of Mark Cuddy.