



Media Contact: Dawn Kellogg  
Communications Manager  
(585) 420-2059  
[dkellogg@gevatheatre.org](mailto:dkellogg@gevatheatre.org)

FOR IMMEDIATE RELEASE

## MAGIC IN THE MAKING

***Geva Theatre Center opens its doors (and costume shop, props shop, dressing rooms, and much more) to the public on January 18.***

**January 4, 2016. Rochester, N.Y.** Geva Theatre Center invites the public to their annual open house, "**Magic in the Making**," where Rochesterians can get a **FREE** glimpse behind the scenes of New York State's most attended regional theatre.

Visit the set of *Miracle on South Division Street*, and see where actors rehearse the productions that appear on our stages. Meet the talented artisans who work tirelessly offstage to make things happen onstage: see what it takes to put a production together: discover the intricacies of lighting a show, designing sound, designing and making costumes and props, and much more.

Discover Geva Theatre Center's Educational and Literary programs for all ages; and sample a taste of the popular Comedy Improv series.

Explore your theatre! Join us for "Magic in the Making" at Geva Theatre Center, 75 Woodbury Blvd, Rochester NY, 14607. **Monday, January 18, 4:00pm – 7:00pm.** Admission is **FREE** and reservations are **NOT** required.

**For further information, contact the Box Office on (585) 232-4382.**

### 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.

**\*ENDS\***