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FOR IMMEDIATE RELEASE

## GEVA TO RAISE FUNDS FOR EDUCATION WITH SUMMER CURTAIN CALL 2016

Local celebrities to star in original production of  
“THE MAY(be) QUEEN...or King”

**Rochester, N.Y., May 20, 2016** – One of the most anticipated events in the theatre’s calendar, Geva Theatre Center will raise the curtain on **Friday, June 3<sup>th</sup>** for the sixteenth annual **Summer Curtain Call**. The gala event raises funds for Geva’s nationally-recognized education and outreach programs, including in-school arts education programs; teacher workshops; accessibility programming; conservatory training and other programs designed to cultivate theatre and theatre education in the Rochester community. These programs serve up to 40,000 people each year including over 16,000 children and youth.

The evening begins at 6:00pm under the festival tent on Woodbury Boulevard with a reception. Guests will enjoy sumptuous food and drink, live and silent auctions, and unforgettable performances by a cavalcade of local celebrities. The original performance of “**THE MAY(be) QUEEN...or King**,” written and directed by Geva’s Artistic Director **Mark Cuddy**, will begin at approximately 8:00pm in the Wilson Mainstage.

“**THE MAY(be) QUEEN...or King**,” a musical send-up of Geva’s production of *The May Queen*, stars a host of celebrities such as 13WHAM and Fox Rochester’s **Alexis Arnold**; Town of Gates Supervisor **Mark Assini**; Host of WXXI’s “Need to Know,” **Hélène Biandudi Hofer**; WDKX’s **Tony Boler**; College Presidents **Daan Braveman, J.D.** of Nazareth College, **Gerald R. Rooney, PhD**, of St. John Fisher College and **Heidi Macpherson, PhD**, of The College at Brockport; **James Brown**, Executive Director of the Joseph Floreano Rochester Riverside Convention Center; **Susan Cotroneo**, Managing Director of Rochester Lyric Opera; **Pam Feicht** of Canandaigua National Bank and Trust; **Lori Green** from Nixon Peabody LLP; **Deborah Hughes**, President & CEO of the National Susan B. Anthony Museum and House; **Faheem Masood**, President & CEO of ESL Federal Credit Union; **Mark Peterson**, President & CEO of Greater Rochester Enterprise; **Naomi Silver**, President & CEO of the Rochester Red Wings; **James Smith**, Director, City of Rochester Communications

Bureau; **Meredith Smith**, Associate Vice President, Government and Community Relations at RIT; **Matt Squires**, Vice President at Manning Squires Hennig Co. Inc.; **Dr. William Valenti** of Trillium Health; **Lovely A. Warren**, Mayor of the City of Rochester; **Craig Wittlin**, Managing Partner of Harter Secrest & Emery LLP and **Mary Worboys-Turner** of Worboys Turner LLC. The event will be emceed by “**Suburban Outlaw**” **Pam Sherman**.

Tickets to Geva’s Summer Curtain Call are \$175 per person with reserved seating. Reserved tables of 10 are \$2,000. Event sponsorships are available for \$1,500 and up. Tickets can be purchased online at [gevatheatre.org](http://gevatheatre.org) or through the Box Office at (585) 232-4382.

Honorary Co-Chairs of this year’s Summer Curtain Call are Nannette Nocon and Karl Wessendorf. Executive Producers are David and Patricia Gardner. Producers and Lounge Sponsors are Nocon & Associates, a private wealth advisory practice of Ameriprise Financial Services, Inc.; Dr. Dawn Lipson and Manning Squires Hennig Co., Inc.

Thank you to our in-kind partners: Agness Wine Cellars; Black Button Distilling; Conolly Printing; Constellation Brands; Empire Digital Signs; Entre Computer Services; Ethan Allen Furniture; Fioravanti Florist; Hedonist Artisan Chocolates; Immagin  Photography; Madeline’s Catering; Marshall Street Bar & Grill; The Melting Pot; Moonlight Creamery; Nolan’s Rental, Inc.; Paper Moon Productions and ROC Brewing Co.

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