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FOR IMMEDIATE RELEASE

GEVA HONORS MILITARY FAMILIES AND VETERANS WITH "HOME FOR THE HOLIDAYS" PERFORMANCE

Free "Home for the Holidays" performance of A Christmas Carol, December 20th

December 6, 2016. Rochester, N.Y. –The holidays are a time of personal reflection. It is also a time to reflect on the sacrifices that so many have made for the sake of freedom. We celebrate and honor those active duty service men and women and their families, and veterans and their families throughout the year, but as the holidays approach, we are reminded that this time can be an especially emotional one for those in the Armed Forces and their families. How incredibly joyous it is to have a loved one home briefly from a tour of duty over the holidays! How sad this time of year can be for the families of those who have made the ultimate sacrifice for their country.

Geva Theatre Center will host a special, free performance of *A Christmas Carol* for active duty service men and women, veterans and their families on Tuesday, December 20 at 2pm. Guests of honor will include families of those currently serving away from home, active duty service men and women on leave to spend the holidays with their families, families of those who have made the ultimate sacrifice, and veterans.

Geva's production of *A Christmas Carol* is a Rochester holiday tradition. This production premiered to great acclaim in 2010 and features a script adapted by **Mark Cuddy** from Charles Dickens' novella with music and lyrics by **Gregg Coffin**. "The spirit of the holiday season is best expressed by the generosity of our community to embrace the military families who have sacrificed so much," commented Geva Theatre Center's Artistic Director Mark Cuddy. "All of us at Geva are honored to host this special performance of *A Christmas Carol* as a way to celebrate their service, and bring joy in the best way we know: through the magical redemption of Ebenezer Scrooge."

"This is the seventh consecutive year that Geva has hosted 'Home for the Holidays,'" said Dawn Kellogg, Communications Manager for Geva Theatre Center. "This is a true community event made possible by the support of RG&E, and thousands of Rochesterians."

Geva has been collecting post-show donations throughout the run of *A Christmas Carol* to underwrite this free performance and event. Individuals also supported this initiative by giving to Geva Theatre Center through Rochester's annual United Way day of giving, "ROC the Day" on Tuesday, November 29.

Complimentary tickets for this special performance of Geva's popular seasonal production of *A Christmas Carol* are available. Military members, veterans and their families may claim tickets to the performance on December 20 at 2pm by calling the Geva Theatre Center box office at **(585) 232-4382** or by visiting the box office at 75 Woodbury Boulevard.

Geva Theatre Center has a long standing commitment to the military personnel in our community. Geva is proud to be one of 123 theatres around the country designated as a "Blue Star Theatre," offering discounted admission throughout the year to all military personnel and their families, as well as veterans. Blue Star Theatres is a collaboration between **Theatre Communications Group** (of which Geva is a member) and **Blue Star Families**, with leadership support from the **MetLife Foundation**. This initiative recognizes the contributions of service families, builds stronger connections between the theatre community and military families in communities all across the country, and aids service people and their families as they seek to be integrated into the lives of their communities. Geva offers a 10%-15% discount on tickets for military personnel and their immediate families. To obtain this discount, eligible patrons may contact the Box Office (585-232-4382) and identify themselves as military personnel.

The Media are invited to cover the "Home for the Holidays" event from 1pm-2pm on Tuesday, December 20. If you are interested in covering this event, or for further information, please contact Dawn Kellogg, Communications Manager, (585) 420-2059

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 522-seat Elaine P. Wilson Stage is home to a wide variety of performances, from musicals to American and world classics. The 180-seat Ron & Donna Fielding Stage 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.

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