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FOR IMMEDIATE RELEASE

# COUNT DRACULA CRAVES BLOOD, BUT THE AMERICAN RED CROSS NEEDS BLOOD.

*Geva Theatre Center and the Red Cross team up for blood drive*

**Rochester, N.Y., October 12, 2011**– To coincide with their production of *Dracula*, Geva Theatre Center has partnered with the Rochester Chapter of the American Red Cross to host a blood drive in the lobby of the theatre on **October 31 from 7am to 2pm**.

Recent severe weather in various parts of the country has disrupted the collection of blood donations. The Red Cross is in critical need of blood donations and they are urging those who can give blood, to do so now.

“We all understand that collecting blood is serious business. However, Halloween is one time during the year in which we can lighten up and have fun as we ask donors to give blood and help us to rebuild our community’s blood supply,” said **Kay E. Schwartz, CEO, New York-Penn Region**. “We should always be aware that the life saving gift of blood is needed each and every day. So in the spirit of the season, we ask donors to schedule an appointment donate today.”

Participants are asked to call **1-800-RED CROSS** (1-800-733-2767) or visit **redcrossblood.org** to make appointments. Walk-ins are welcome. Individuals who are 17 years of age (16 with parental permission in New York State), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to give blood. Identification is required at the time of donation.

As it is Halloween, participants will receive “treats:” a special ticket offer from Geva Theatre Center, a “pint for a pint” coupon from Fairport’s Moonlight Creamery for a pint of their delicious ice cream, and a discount to Rochester City Ballet’s production of *The Blood Countess*. Participants will also have an opportunity to see the set for *Dracula in situ* on the Mainstage. Who knows, they might even catch a glimpse of a ghost, ghoul or vampire as well... WFKL 93.3 FM will be broadcasting live from the Geva lobby.

*Dracula* by Steven Dietz runs in the Wilson Mainstage through November 13 and is produced with support from Time Warner Cable; with additional support from Fickle 93.3 and Madeleine's Catering.

**For further information, photographs or to arrange interviews, please contact:  
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#### **AMERICAN RED CROSS**

The American Red Cross Blood Services, New York-Penn Region collects blood in 63 counties of New York and Pennsylvania, comprising a population of 8.6 million people. It serves approximately 101 hospitals, including 13 major trauma centers, numerous metro emergency rooms as well as smaller rural hospitals; and must distribute nearly 2,000 units of blood each day to meet the needs of area patients. The Region employs some 1,100 individuals in operating locations in Albany, Binghamton, Buffalo, Poughkeepsie, Rochester and Syracuse.

#### **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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