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FOR IMMEDIATE RELEASE

THE VAMPIRES ARE COMING...TO ROCHESTER!

A Community-wide Collaboration of Rochester's Leading Cultural Organizations

October 3, 2011, Rochester, N.Y. Rochester is a city filled with wonderful and varied cultural organizations. Organizations that connect and collaborate on a regular basis. This season, **Rochester City Ballet, Writers & Books**, and **Geva Theatre Center** have established *The Vampires are Coming...to Rochester* - a community-wide collaboration. *The Vampires are Coming...* was founded to cross-promote performances and events that have a vampire theme and take place in greater Rochester, New York throughout the 2011-2012 arts and cultural season (October 2011 – June 2012).

The anchor events for *The Vampires are Coming...to Rochester* are Geva Theatre Center's production of *Dracula* by Steven Deitz (October 11-November 13, 2011); Writers & Books *Dracula*, and Rochester City Ballet's production of Jamey Leverett's *The Blood Countess* (February 3, 4 & 5, 2012). In addition, the founding partners have a series of other vampire-themed events that will be listed on a new event calendar which will be launched to highlight this collaboration at the beginning of October. Other events will be added to the calendar as new cultural partners join the collaboration.

"There are many reasons why *The Vampires are Coming...to Rochester* is an exciting collaboration," said **Rachel Y. DeGuzman**, director of advancement and external relations at Rochester City Ballet. "Community-wide collaborations like this, spotlight the breadth and depth of the cultural landscape in Rochester. In this case, *The Vampires are Coming* also spotlights the intersection between high art and popular culture. With *Dracula* and *The Blood Countess* we are tapping into one of the hottest trends in 2011 as well as the most prevailing (age-old) trends in popular culture - a fascination with vampires. It will be interesting to see what other events join the initiative."

"We are always looking for opportunities to partner with our cultural cousins in Rochester," commented **Dawn Kellogg**, Communications Manager at Geva Theatre Center. "Unique collaborations like this highlight what is so wonderful about the Rochester arts scene. The fact that we can successfully partner and have a fantastic time creating these collaborations is a testament to the strong fabric of our arts community."

“It's always exciting when one exciting idea or concept, such as the ‘vampire myth,’ can be experienced in a number of artistic genres, remarked **Joe Flaherty**, Executive Director of Writers and Books. It opens up new worlds for audiences, and allows arts organizations to come together in ways that enhance the entire artistic community. We look forward to introducing our audience to other art forms they may not be very familiar with and welcome the opportunity to reach new audiences ourselves.”

For more information, please contact any of the founding arts partners for this project:
Rochester City Ballet: Deborah Tretter at 585.451.5850 x 108 or dtretter@rochestercityballet.com
Writers & Books: Joe Flaherty at 585-473-2590 x102 or joef@wab.org
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ROCHESTER CITY BALLET

Rochester City Ballet (RCB) is a contemporary ballet company based in Rochester, New York. RCB has a growing reputation for its excellence, versatility, and singular repertoire, which includes award-winning contemporary ballets and masterworks. The company of 18 contracted dancers presents an extensive home season of multiple performances at the Nazareth College Arts Center and Kodak Hall at Eastman Theatre. Rochester City Ballet was the recipient of a 2010 Arts Award - presented by the Arts and Cultural Council for Greater Rochester. For the past few years, RCB has been listed among the top 20 cultural attractions (based on attendance) in the area by the Rochester Business Journal in its annual book of lists. For more information about Rochester City Ballet, please go to rochestercityballet.com.

WRITERS & BOOKS

Writers & Books promotes reading and writing as lifelong activities for people of all ages, through educational programs, publications, community events and author appearances. For thirty years our programs, held at our Rochester and Finger Lakes facilities, have reached a growing audience of thousands, making us one of the largest and oldest literary organizations in the country. Our programs have received nationwide recognition while inspiring generations of Rochesterians to make literature a part of their everyday lives.

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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