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FOR IMMEDIATE RELEASE

GEVA THEATRE CENTER HOSTS THEATREROCS!

The largest collection of performing arts companies in one place, at one time, celebrate all that Rochester has to offer!

Rochester, N.Y., September 15, 2010 – Since autumn of 2008, Geva Theatre Center has hosted the TheatreROCS! showcase to expand awareness of local theatre offerings and to raise funds for the promotion of local area theatres (non-Geva). This gala benefit has now become an annual event in the Geva Theatre Center calendar and is traditionally emceed by **13 WHAM's Norma Holland**. In three short years, TheatreROCS has grown into a vibrant blanket organization offering a comprehensive and up-to-date website and print advertising promoting all 22 local member arts groups.

On **Monday, October 25**, the Geva Mainstage will again be filled with the largest collection of local performing arts organizations assembled in one place, at one time in **TheatreROCS 2010!** Members of **Blackfriars Theatre, Bristol Valley Theatre, Downstairs Cabaret Theatre, Geomantics Dance Theater, Greater Rochester Repertory Companies, JCC CenterStage, Mercury Opera Rochester, Method Machine, Off-Monroe Players, Out of Pocket Productions, Penfield Players, Pittsford Musicals, RAPA, Rochester Community Players, Unleashed! Improv** and **Village Idiots** will present a showcase of musical theatre, drama, comedy and dance in the Geva Mainstage directed by **Jad Jordan**. **Norma Holland** will again emcee the event. Proceeds benefit the promotion of local area performing arts groups (non-Geva). Community organizations find that their biggest hurdle and expenditure is advertising and promotion and those groups showcasing their work on October 25 are committed to combining forces to collectively promote and support each other's work.

The gala evening begins with a wine and cheese reception at 6:45pm followed by a performance at 7:30pm. 22 local groups will be represented at this event offering patrons the opportunity to speak with representatives from each group. Punctuated by silent and live auctions, tickets for this exciting evening are priced at \$25 and may be purchased by calling the Geva Box Office at **(585) 232-Geva**, via the website: www.gevatheatre.org, or through **TheatreROCS** participating companies.

For more information on TheatreROCS and a full schedule of productions by member organizations, log onto www.theatrerocs.org.

GEVA THEATRE CENTER

Geva Theatre Center is Rochester's leading professional theatre and the most attended regional theatre in New York State. Founded in 1972, Geva attracts over 160,000 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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