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Shea's Performing Arts Center Announces the 2024-25 Frey Electric Season at Shea's 710 Theatre

Buffalo, NY, May 15, 2024– Shea's Performing Arts Center is proud to announce the 2024-25 Frey Electric Season at Shea's 710 Theatre. The season opens during the Theatre District Association's annual *Curtain Up* celebration and includes Disney's **Newsies** produced by the D'Youville Kavinoky Theatre; **Forbidden Broadway**, presented by Shea's and Albert Nocciolino; **Dial-M for Murder**, directed by Road Less Traveled Productions; and **Legally Blonde** produced by MusicalFare Theatre.

"We are thrilled to announce the 2024-25 Frey Electric Season at Shea's 710 Theatre," **said Brian Higgins, President and CEO of Shea's Performing Arts Center.** "Shea's 710 Theatre is a community theatre with devoted patrons and a cherished history. The setting provides an up-close theatre experience, the talent featured through these partnerships is top-notch, and the highly popular performances in the upcoming season offers something for everyone."

For 12 years, Shea's 710 Theatre has been part of the Shea's Performing Arts Center three-theatre campus. Previously home to the acclaimed Studio Arena Theatre and originally built in 1927 as the Palace Burlesque, this theatre has a rich history in downtown Buffalo's Theatre District.

Since 2013, Frey Electric has been the name over title sponsor of the season. "How can you not support Shea's Buffalo, Shea's Smith, and Shea's 710 Theatres? This is what our city is all about. We are so fortunate to have such a strong cultural community in Western New York," **said Kent Frey, President & CEO Frey Electric Construction Company.**

"The Kavinoky Theatre is so excited to bring Newsies to the stage this fall, marking our debut at Shea's 710. We can't wait to bring this heartfelt story of determination, resilience, and friendship to Western New York audiences. It's unforgettable music and dynamic music is infectious, and reminds us of the importance of standing up for what you believe in," **said Katie Mallinson, Executive Artistic Director, D'Youville Kavinoky Theatre.**

"Road Less Traveled Productions (RLTP) is thrilled to be making our return to Shea's 710 Theatre for Dial M for Murder since our last production, Super Donuts, in 2019." **said RLTP Artistic and Executive Director Scott Behrend.** "We are grateful to continue our unique partnership with Shea's 710, which began with its reopening in 2012. *Dial M for Murder* marks the 7th production (previous shows include *Circle Mirror Transformation*, *Clybourne Park*, *It's a Wonderful Life: a Live Radio Play*, *Miss Bennet: Christmas at Pemberley*, *Almost, Maine* and *Superior Donuts*) RLTP has done at Shea's 710 along with three collaborative projects (*Three Musketeers*, *The Curious Incident of the Dog in the Night-Time*, and *Murder on the Orient Express*) with All for One Theatre Productions (RLTP, ICTC, TOY, MusicalFare & Shea's PAC)."

"MusicalFare has a long-established history here at Shea's 710 Theatre and in 2025 we will mount our 12th production on this stage. Previous shows have included ONCE, KINKY BOOTS, RING OF FIRE, AVENUE Q and MILLION DOLLAR QUARTET. So, we are thrilled to bring MusicalFare's 2023 hit production of LEGALLY BLONDE from our mainstage in Amherst to the Shea's 710 stage, featuring much of its original cast," **said Randy Kramer, Executive Artistic Director, MusicalFare Theatre.**

Shea's 710 Theatre opened in September 2012 following interior and exterior renovations. In 2013, it hosted its first theatre season. Since then, it has hosted many touring shows and dynamic producing partnerships with local and national theatre companies. This season marks the first collaboration between Shea's 710 Theatre and D'Youville's Kavinoky Theatre, the seventh with Road Less Traveled Productions, and the twelfth with MusicalFare Theatre.

Shea's Performing Arts Center has an economic impact of \$80 million in Western New York. Each year, the campus of theatres, which includes Shea's Buffalo, Shea's 710, and Shea's Smith Theatre, brings more than 300,000 people to Downtown Buffalo's Theatre District annually.

Season tickets are on sale now. For more information on the 2024-25 Frey Electric Season at Shea's 710 Theatre, visit www.sheas.org or follow Shea's on [Facebook](#), [Twitter](#), and [Instagram](#).

2024-25 FREY ELECTRIC SEASON at Shea's 710 Theatre INCLUDES:

Disney's NEWSIES

September 12-29, 2024

They delivered the papers until they made the headlines... *Newsies*, the smash-hit, crowd-pleasing musical from Disney, is coming to Shea's 710 Theatre. A two-time Tony Award-winning show, *Newsies* has audiences and critics alike calling it "a musical worth singing about" (The New York Times). Filled with one heart-pounding number after another, it's a high-energy explosion of song and dance you don't want to miss.

Music by Alan Menken. Lyrics by Jack Feldman. Book by Harvey Fierstein

Produced by [D'Youville Kavinoky Theatre](#)

FORBIDDEN BROADWAY**February 11-16, 2025**

From *Frozen* to *Phantom* to *Wicked*, this fall-down funny, satirical roast of over 30 Broadway hits features outrageous costumes, silly spoofs of the songs you know by heart, and madcap impressions by a stellar cast!

It's never been more fun poking fun at your favorite musicals and stars. A New York sensation for 35 years, a talented quintet of comic chameleons throw out pointed parodies at a dizzying pace. Whether you are a seasoned theatre-goer or new to it all, the Tony Award-winning *Forbidden Broadway* is your one-stop ticket to non-stop laughs. A hip and fresh view of theatre's tried and true that will leave you begging for more!

Presented by Shea's & Albert Nocciolino

DIAL M FOR MURDER**March 27-April 13, 2025**

A new version of the celebrated murder mystery that inspired Hitchcock's masterpiece. Jeffrey Hatcher's adaptation of the classic suspense thriller is a smart, tight, compelling update of Knott's tale of jealousy, deception, and homicide. Tony is convinced that his wife Margot has been cheating on him. Now, it seems that the affair is over, but in his jealousy, Tony spins a web of suspicion and deception that will tighten around them and ensnare them both in danger, recrimination, and murder.

Adapted by Jeffrey Hatcher

From the original by Frederick Knott

Produced by [Road Less Traveled Productions](#)

LEGALLY BLONDE**May 1-18, 2025**

A fabulously fun award-winning musical based on the adored movie, *Legally Blonde* follows the transformation of Elle Woods as she tackles stereotypes and scandal in pursuit of her dreams. Action-packed and exploding with memorable songs and dynamic dances - this musical is so much fun it should be illegal! Elle Woods appears to have it all. Her life is turned upside down when her boyfriend Warner dumps her so he can attend Harvard Law. Determined to get him back, Elle ingeniously charms her way into the prestigious law school. While there, she struggles with peers, professors, and her ex. With the support of some new friends, though, Elle quickly realizes her potential and sets out to prove herself to the world. In a tribute to Girl Power, Elle Woods proves self-discovery never goes out of style.

Music & Lyrics by Laurence O'Keefe & Neil Benjamin

Book by Heather Hatch

Based on the novel by Amanda Brown & the MGM Motion Picture

Produced by [MusicalFare Theatre](#)

ABOUT SHEA'S PERFORMING ARTS CENTER

Shea's Buffalo Theatre was initially built as a "picture palace" by Michael Shea in 1926. Today, Shea's Performing Arts Center comprises three modern theatres in the heart of the Buffalo Theatre District, bringing the best of live performances through touring productions and local collaborations to Western New York. Shea's Buffalo Theatre is the historic crown jewel of the Performing Arts Center and is one of the top touring theatres in the country, with over 3,000 seats. It was designated a National Historic Site in 1975. Shea's 710 Theatre is the latest space to be added to the campus. Once home to Studio Arena Theatre, this 558-seat thrust theatre offers Broadway productions and plays produced by local and international theatre companies. Shea's Smith Theatre is a 200-seat black box theatre that hosts Off-Broadway productions, comedy, and collaborative productions with local theatre companies. Shea's Performing Arts Center is committed to keeping true to the history of Shea's Buffalo Theatre and to the future of the Western New York region, bringing the best of Broadway theatre and beyond to Buffalo, NY.