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Contact: Theresa Kennedy

Tkennedy@sheas.org

716-803-4281 (cell)

Shea's Performing Arts Center & the Hispanic Heritage Council of WNY to Kick Off Hispanic Heritage Month with a Free Showing of the Film *Vivo*

Community Invited to Free Family Event on September 15

[Shea's Performing Arts Center](#) and the [Hispanic Heritage Council of Western New York](#) are kicking off Hispanic Heritage Month, on September 15, 2024, with a free showing of the Sony Pictures animated family film ***Vivo***.

"We are thrilled to partner with the Hispanic Heritage Council of WNY to open the doors to Shea's Buffalo Theatre for a free community event that will entertain and enlighten our guests," said **Brian Higgins, President & CEO of Shea's**. "This is a great opportunity to showcase music and culture in our historic theatre in celebration of Hispanic Heritage Month."

"Partnering with Shea's Performing Arts Center during Hispanic Heritage Month has been an incredible opportunity to celebrate and showcase the rich cultural heritage of our community. Together, we are creating an opportunity for our community to be able to appreciate and experience the beauty of this historical theater that originally served as a movie house," said **Casimiro Rodriguez Sr., President of the Hispanic Heritage Council of WNY Inc.**

The movie will run in Shea's Buffalo Theatre at 2:00pm on Sunday, September 15, 2024. Doors will open at 1:00pm with a Western New York Hispanic History exhibit and additional activities available in the Shea's lobby before the film begins. Tickets are free to the public,

but seating is limited. Free tickets must be reserved online through the Shea's Performing Arts Center website at: <https://www.sheas.org/performances/sheas-free-family-film-series-vivo/>

Vivo, rated PG, is an animated musical adventure featuring songs from Lin-Manuel Miranda, the Tony, Grammy, and Pulitzer Prize-winning creator of the Broadway production **Hamilton**, which is also coming to Shea's Buffalo theatre October 15 – 27, 2024.

Hispanic Heritage Month, which celebrates Hispanic and Latino culture, history, and contributions, was established by the United States Congress in 1968 as a weeklong celebration and later extended to be recognized for a month, from September 15 – October 15.

This event is part of a robust calendar of community events organized by the Hispanic Heritage Council of Western New York during Hispanic Heritage Month. For more information visit: hispanicheritagewny.org.

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Photos: <https://www.sonypicturesanimation.com/projects/films/vivo>

Official Trailer: <https://youtu.be/BOe8L69JpVI>

