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## **Shea's Performing Arts Center and MusicalFare Theatre Announce Long-Term Collaboration to Boost Buffalo's Theatre District and Downtown Energy**

### **MusicalFare Performances Are Moving to Shea's 710 Theatre**

**BUFFALO, NY** – Shea's Performing Arts Center and MusicalFare Theatre are proud to announce a transformative new partnership, bringing MusicalFare's award-winning productions to Shea's 710 Theatre in a long-term agreement designed to invigorate Buffalo's Theatre District.

"As a community, we are stronger when we work together," **said Brian Higgins, President & CEO of Shea's Performing Arts Center.** "Through this collaboration with MusicalFare Theater we are creating exciting new opportunities to offer more to our collective audience, expanding the capacity for additional community engagement, and energizing Buffalo's Theatre District. Our vision from the start has been full activation of Shea's three theatre campus, building economic opportunity for local residents and small businesses alike and leading as a responsible partner in Western New York's robust theatre and cultural landscape."

**MusicalFare Theatre Founder, Artistic & Executive Director Randall Kramer said,** "For 35 years, MusicalFare has been a beacon of creativity, storytelling, and community engagement. Those 35 years have prepared us for this once in a generation opportunity that will elevate our productions, expand our reach, and reignite downtown's 700 block. This move marks not just a new location, but a new era that will support MusicalFare's ascent to regional theatre status as it becomes as well-known regionally and nationally as it is locally. To be able to achieve all of this in the heart of Buffalo's Theatre District, where we are valued and welcomed for our artistic and economic impact, is thrilling. I can't wait for October 2025!"

With MusicalFare Theatre's lease at Daemen University set to expire in May 2025, the acclaimed theatre company will launch its 2025-2026 season at Shea's 710 Theatre in October 2025. This strategic move solidifies Shea's 710 Theatre as the home of MusicalFare for the next decade, with an option to renew.

This collaboration promises to expand the vibrancy of Buffalo's downtown by increasing active days at Shea's 710 Theatre from 215 days annually to year-round activity. MusicalFare plans to stage 100 performances each year, including five multi-week mainstage engagements, complemented by after-show music and cabaret events. This significant increase in programming will not only energize the theatre district but also provide a strong economic boost for surrounding downtown businesses.

"Buffalo Place Inc. and our Board of Directors congratulate Shea's 710 Theatre and MusicalFare Theatre on their extraordinary new partnership," **said Buffalo Place Executive Director, Michael T. Schmand.** "The Shea's Theatre District campus has long been a cornerstone and driving force of our Downtown's cultural and economic vitality. As one of the region's most iconic venues, Shea's drives significant economic impact, attracting visitors, generating local business, and fostering a vibrant Downtown environment. We're delighted to see Shea's and MusicalFare Theatre continue to play a pivotal role in shaping a bright future for Downtown Buffalo."

Crucially, the partnership preserves Shea's relationships with other local theatre companies, which will continue to present select productions at Shea's 710 Theatre. While Shea's retains ownership and oversight of the theatre, MusicalFare will maintain creative control of its productions, giving the company an opportunity to grow its audience from a 136-seat venue to a 550-seat space. Both Shea's 710 Theatre and MusicalFare Theatre will offer season subscriptions for the 2025-26 season, offering patrons exciting new performances & experiences.

"MusicalFare is an exciting addition to Main Street and perfectly complements the wonderful productions already offered each season at Shea's 710 Theatre," **said Patrick J. Kaler, president and CEO of Visit Buffalo Niagara.** "This new partnership between the two organizations will further activate our city's entertainment district and enhance a growing collection of hotels, restaurants and attractions that make downtown a compelling weekend getaway for visitors. We're grateful to MusicalFare and to Shea's for their continued commitment to Western New York's tourism economy."

This collaboration marks a deepening of a long-standing relationship. Since Shea's took ownership of Shea's 710 Theatre in 2012, MusicalFare has been a key partner, delivering over 130 performances on the 710 stage and attracting more than 30,000 patrons to the Theatre District. Notable past productions have included *ONCE*, *KINKY BOOTS*, *AVENUE Q*, and *MILLION DOLLAR QUARTET*. MusicalFare's upcoming production of *LEGALLY BLONDE* will run at Shea's 710 Theatre from May 1-18, 2025, marking its 17th show at this venue.

Patrons of MusicalFare can look forward to seamless access to tickets for the upcoming season through Shea's Box Office and website starting in 2025. Meanwhile, both

MusicalFare and Shea's 710 Theatre will complete their respective 2024-2025 seasons as scheduled, ensuring an exciting and full roster of performances in the months leading up to the transition.

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**About Shea's 710 Theatre:**

Shea's 710 Theatre has been part of the Shea's Performing Arts Center three-theatre campus, which also includes Shea's Buffalo Theatre and Shea's Smith Theatre, since 2011. The space, previously home to the acclaimed Studio Arena Theatre, has a rich history of delivering top notch performances in downtown Buffalo's Theatre District. For more information visit: [www.sheas.org](http://www.sheas.org).

**About MusicalFare Theatre:**

Currently in its 35th season, MusicalFare is an independent theatre company which has operated in residence at Daemen University's 136-seat theatre and adjacent cabaret space since 1991. Over the last several decades, MusicalFare Theatre has entertained 750,000 people and employed over 3,000 local actors, musicians, and designers. For more information on MusicalFare visit: [www.musicalfare.com](http://www.musicalfare.com).