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Collaboration Between Shea's & Oxford Pennant Celebrates Buffalo Theatre Stitched in History

Community Invited to Raise a Flag to Celebrate a Century of Raising the Curtain at Shea's Buffalo Theatre

Shea's Performing Arts Center and Oxford Pennant announce a collaboration proudly made in Buffalo celebrating the 100th Anniversary of Shea's Buffalo Theatre. Oxford Pennant is releasing limited-edition merchandise featuring the iconic landmark as the theatre marks its centennial year.

Oxford camp flags, pennants, tote bags, and magnets are now available for purchase at the Shea's Performing Arts Center box office located at 650 Main Street in Buffalo.

"We are pleased to partner with locally loved and internationally recognized, Oxford Pennant, to celebrate Shea's Buffalo Theatre, a city landmark stitched in history," **said Brian Higgins, President & CEO of Shea's Performing Arts Center.** "These unique products allow theatre lovers and Buffalo believers alike to display community pride and celebrate with Shea's."

Brett Mikoll, Oxford Pennant Co-Founder and Creative Director, said, "For over a decade we've designed and manufactured all our products on Main Street, just steps from Shea's marquee. It's an honor to create this collection for the gem of downtown Buffalo."

January 2025 marked the 100th anniversary of the groundbreaking of Shea's Buffalo Theatre, which will celebrate the centennial of its grand opening in 2026. A portion of the proceeds of the Shea's-themed Oxford Pennant designs benefit Shea's Performing Arts Center, a non-profit, whose mission includes delivering live performances, providing

innovative art educational experiences, and preserving the National Historic Landmark theatre.

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Photos:

[Pennant Marquee.png](#)

[Pennant Stage Vertical.png](#)

[Camp Flag Marquee.png](#)

[Camp Flag Foyer 2.png](#)

[Tote Stage.png](#)

[Tote Marquee.jpg](#)

[Magnets DSC08603.jpg](#)