



For Release: January 7, 2025
Contact: Theresa Kennedy
716-803-4281 (cell) | Tkennedy@sheas.org

Shea's Details Impact of Disney's *The Lion King*

**Over 68,000 Patrons Visiting Shea's Buffalo's Theatre,
Estimated Economic Impact Reaches \$18.79 Million**

Shea's Performing Arts Center celebrated a successful three-week engagement of ***Disney's The Lion King*** at Shea's Buffalo Theatre, which closed on Sunday, January 5, 2005. The widely attended run of 24 performances left a meaningful impact on local businesses, the Buffalo's Theatre District, and the greater community.

Economic Impact:

\$18.79 Million: Regional economic impact of ***The Lion King's*** three-week engagement, based on the Broadway League ticket sales multiplier, which estimates the average economic impact of spending by the touring show and patrons on restaurants, transportation, parking, shopping, hotels, and more.

68,348: Number of patrons visiting Shea's Buffalo and the Theatre District

- 20,100 came from Erie County
- 3,400 from Niagara County
- 1,300 from Chautauqua County
- 1,200 from Monroe County
- 1,998 from Cattaraugus, Genesee & Wyoming counties combined
- 497 from Southern Ontario

120 – Cast, crew, and creative team members visiting Buffalo with ***The Lion King*** touring company.

2,280 – Approximate hotel/Airbnb nights purchased in Western New York.

24: Total number of performances over the three-week engagement

Community Impact: In addition to the economic impact, several events and activities supported by the show benefitted student, families, and community members. Examples include:

Broadway Bridges: Shea's Performing Arts Center, Broadway partner Albert Noccioolino, Disney's ***The Lion King***, & the Broadway League offered the Broadway Bridges program to 100 Western New York high school students. This is the first time the program has been offered by the Broadway League for a touring production. Participants from East Community High School in Buffalo, Lockport High School, and the Buffalo Academy of Science Charter School received discounted tickets thanks to generous support from KeyBank and free in-school residencies led by Shea's teaching artists.

Musical Theatre Workshop: A free Musical Theatre Workshop, led by company members from ***The Lion King***, was held on December 30 at the William-Emslie YMCA for 30 students ages 8 – 17.

Creative Conversation: A free panel discussion, open to the public, was held on Friday, December 27 featuring members of ***The Lion King*** company who work in stage management, wardrobe & puppetry.

Kids Night on Broadway: 267 youth benefited from the Kids Night on Broadway performance of The Lion King, which offered half-price tickets for children 17 and under thanks to generous support from Wegmans. Showgoers enjoyed pre-show family-friendly crafts and activities as well as a post-show talkback.

Book Drive: Books generously donated by Shea's patrons were collected at each performance and will be redistributed during Shea's Free Family Film Series.

Talkbacks: Cast members shared a behind-the-scenes glimpse of *The Lion King* during two free post-performance talkbacks.

This is the fourth visit to Shea's Performing Arts Center for the touring production of ***Disney's The Lion King***, part of the 2024-25 Five Star Bank Broadway Season, over the last twenty years. The show previously made stops in Buffalo during the 2017-2018, 2011-2012, and 2004-2005 seasons.

For more information on Shea's events and performances visit: www.sheas.org.

###

Resources:

B-Roll:(1:34) <https://youtu.be/ZMMNnZK5o7o>

Photo: [Lion King Musical Theatre Workshop at the William Emslie YMCA.jpg](#)