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## **Shea's Performing Arts Center & Resurgence Brewing Company Announce Limited Edition "Shea's Buffalo Centennial IPA"**

**Collaboration Celebrates Crafting Creative Experiences**

Shea's Performing Arts Center and Resurgence Brewing Company announce the release of Shea's Buffalo Centennial IPA. The beer, featuring on its label Shea's iconic blade sign, celebrates the 100<sup>th</sup> anniversary of Shea's Buffalo Theatre. A portion of the proceeds of the sale of the limited-edition brew will benefit Shea's, a non-profit institution committed to arts education and preservation of the historic Shea's Buffalo Theatre.

"The coming together of Shea's and Resurgence Brewing is a perfect paring," **said Brian Higgins, President & CEO of Shea's Performing Arts Center.** "Shea's and Resurgence are both uniquely Buffalo, embrace our city's history, and are invested in playing a role its 'resurgence.' We are excited about this collaboration and look forward to raising a glass to good times and shared experiences."

"Shea's is really a cultural institution and integral to the Buffalo arts scene," **said Jeff Ware, owner of Resurgence Brewing.** "My family and I are big supporters, and we are proud to be collaborating with them on the Centennial IPA! Shea's has been giving to the community as an asset for 100 years and we are very excited to see them around for 100 more!"

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. Over the two-year

period, Shea's will be announcing several collaborations with local businesses and cultural organizations to celebrate our history, our community, and our future.

Shea's Buffalo Centennial India Pale Ale (IPA), brewed and canned in Buffalo, is now on tap at Resurgence Brewing Company and will also be available at Shea's concession stands during events and performances. Throughout the month of March, a portion of the sale of Shea's Buffalo Centennial IPA 6-packs and drafts sold at Resurgence will benefit Shea's.

The public is also invited to Resurgence Brewing for a March Madness-themed happy hour fundraising event for Shea's from **5:30-7:30PM on Thursday, March 20**. Tickets to the event, hosted by Shea's Young Professionals, are \$30 and include light appetizers and two drink tickets. Enjoy a cold pint of Shea's IPA and get in on the 50/50 and basket raffles. To purchase your tickets, visit: [www.sheas.org/performances/yp-happy-hour/](http://www.sheas.org/performances/yp-happy-hour/).

Resurgence Brewing opened in 2014. Its first home on Niagara Street in Buffalo was originally the site of Sterling Engine Company, a factory which opened in 1907 and expanded significantly around the same time Shea's was being constructed in 1925. The Chicago Street building which is now home to Resurgence dates back to the mid-1800s and is located in the Old First Ward, the neighborhood where Shea's Buffalo Theatre founder Michael Shea was raised.

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**Shea's Centennial IPA Label:** [Shea's IPA Label.png](#)

**Video:** [Shea's Centennial IPA - Resurgence Brewing.mp4](#)

**Photos:**

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