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Shea's Performing Arts Center, MusicalFare, Second Generation Theatre, Road Less Traveled Productions & D'Youville Kavinoky Theatre Announce 2026-2027 Lineup at Shea's 710 Theatre

Subscriptions Now Available for the Frey Electric & MusicalFare Seasons

The stage is set for an unforgettable season, as Shea's Performing Arts Center, MusicalFare Theatre, Second Generation Theatre, Road Less Traveled Productions, and D'Youville Kavinoky Theatre unveil the 2026-2027 lineup at Shea's 710 Theatre. Packed with audience favorites, new twists on classics, films reimaged for the stage, and more, the upcoming season promises something for everyone.

"Our partnerships with MusicalFare, Second Gen, Kavinoky, and Road Less Traveled showcase the depth of Western New York's creative talent while delivering exceptional entertainment experiences for our audiences," **said Brian Higgins, President & CEO of Shea's Performing Arts Center.** "With this exciting season at Shea's 710 Theatre, we continue to build on our commitment to energize Buffalo's Theatre District as a vibrant destination for arts, culture, and community."

In September 2025, Shea's 710 Theatre underwent a major \$5 million transformation which included a new two-story lounge and cabaret; renovated restrooms, concessions and box office; as well as a new outdoor patio on Main Street. With performances still remaining this season, Shea's 710 Theatre has already experienced a remarkable 121 percent increase in paid attendance during the 2025-2026 season, driven by the venue enhancements and a wildly popular lineup of productions – including the launch of MusicalFare's new long-term residency at Shea's 710.

Randall Kramer, MusicalFare's Artistic and Executive Director said, "MusicalFare is thrilled to announce our second season at Shea's 710. This collaboration with Shea's has created exciting new activity in Buffalo's theatre district. MusicalFare looks to build on that success with a diverse and electric 2026-2027 season of musicals. Whether it is our free parking for subscribers, our shuttle service from the suburbs for selected shows, or our free previews for students, MusicalFare aims to make our productions available to all Western New Yorkers."

"2nd Gen, fresh off our record breaking run of MAMMA MIA!, is thrilled to continue our partnership with Sheas 710 and present the regional premiere of MEAN GIRLS, a ferociously funny musical that continues our mission of appealing to multiple generations of theatre goers," **said Second Generation Theatre Executive Director Kristin Bentley.**

"D'Youville Kavinoky Theatre is excited to bring *SpongeBob the Musical* to Shea's 710 Theatre next season, marking our second collaboration following *Newsies* in 2024," **said Katie Mallinson, Executive Artistic Director for D'Youville Kavinoky Theatre.** "As we enter our 47th season of producing high-quality work from our home on D'Youville University's campus, this partnership is especially meaningful. *SpongeBob* is a joyful, high-energy celebration of imagination and heart, and we're excited for the opportunity to share our experienced artistry with even more Buffalo audiences."

Scott Behrend, Road Less Traveled Productions Artistic/Executive Director, added, "Road Less Traveled Productions is excited to be returning next season and continue our unique partnership with Shea's 710 that began in 2013. We look forward to bringing a new Sherlock Holmes mystery to Western New York."

Frey Electric 2026-27 Season at Shea's 710 Theatre

Each year Shea's Performing Arts Center partners with several local theatre companies to bring exceptional regional productions to the Shea's 710 Theatre's 558-seat house. A three-show Frey Electric 2026-27 season ticket package is available for only \$165.50.

"With Brian Higgins' leadership, along with the Board of Directors, we're thankful for their vision in driving meaningful improvements throughout the Theater District and across Buffalo. Frey Electric is proud to continue as the lead sponsor of Shea's 710," **said Kent Frey, President & CEO of Frey Electric.**

THE SPONGEBOB MUSICAL

[Produced by D'Youville Kavinoky Theatre](#)

January 14 – January 31, 2027

When the citizens of Bikini Bottom discover that a volcano will soon erupt and destroy their humble home, SpongeBob and his friends must come together to save the fate of their undersea world. With lives hanging in the balance and all hope lost, a most unexpected hero rises up. The power of optimism really can save the world!

MISS HOLMES

[Produced by Road Less Traveled Productions](#)

April 2 – April 11, 2027

An anonymous note, a fearful wife, and a pair of curious shoes? Sounds like a case for Sherlock Holmes and Dr. Watson. Ah but there's a twist: in a gender-bent take on Arthur Conan Doyle's classic characters, the play follows Miss Sherlock Holmes and Dr. Dorothy Watson as they sleuth their way through the twists and turns of this classic mystery. In dangerous 19th century London, where gender roles are rigidly defined, these unconventional women dare to challenge societal norms by providing an unusual, but necessary, service.

MEAN GIRLS

[Produced by Second Generation Theatre](#)

June 3 – June 20, 2027

Cady Heron may have grown up on an African savanna, but nothing prepared her for the vicious ways of her strange new home: suburban Illinois. Soon, this naive newbie falls prey to a trio of lionized frenemies led by the charming but ruthless Regina George. But when Cady devises a plan to end Regina's reign, she learns the hard way that you can't cross a Queen Bee without getting stung.

MusicalFare 2026-27 Season at Shea's 710 Theatre

In its second year in residence downtown at Shea's 710 Theatre, MusicalFare kicks off a five-show lineup in September as Buffalo celebrates Curtain Up. Season package includes tickets to all five productions for just \$272.50.

HAIR

September 17 – October 4, 2026

The groundbreaking Tony Award-winning hit musical remains relevant as ever as it celebrates community, identity, politics, peace, and what it means to be a young person in a changing world. Featuring classic hit songs such as "Aquarius," "Easy To Be Hard" and "Let The Sunshine In."

SWEENEY TODD

October 22 – November 8, 2026

Attend Stephen Sondheim and Hugh Wheeler’s dark, witty and Tony Award-winning tale of love, murder and revenge, featuring everyone’s favorite murderous couple, Sweeney Todd and Mrs. Lovett. This masterpiece is sure both to thrill and delight audiences.

FROZEN

November 28 – December 20, 2026

Full of magic, humor, and a stunning musical score, this powerful tale of sisterhood, acceptance, and finding the real meaning of true love, features all of your favorite characters and the hit song “Let It Go.” A delight for all ages, it’s the perfect holiday treat for the whole family!

THE WEDDING SINGER

March 4 - 21, 2027

Based on the iconic film of the same name, this hilarious musical comedy will have you partying like it's 1985! Rock star wannabe, Robbie Hart, is New Jersey's favorite wedding singer. He's the life of the party until his own fiancée leaves him at the altar!

BEAUTIFUL: THE CAROLE KING MUSICAL

April 29 – May 16, 2027

The untold story of the musical icon, featuring her greatest hits, like "You've Got a Friend", "One Fine Day", "So Far Away", "Take Good Care of My Baby" and "Natural Woman." This Tony Award-winning musical phenomenon is filled with the songs you love and a story you'll never forget

Subscriptions to the Frey Electric and MusicalFare 2026-27 seasons are now available.

Benefits of subscribing:

- Pick where you sit and enjoy the same seats all season long
- Lock in lower ticket prices
- Guarantee your tickets before they go on sale to the general public
- Early access to extra tickets and special events
- Ticket exchange opportunities

For more information, visit www.sheas.org or call the Shea’s Box Office at 716-847-1410.

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