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[Photos for Press Release](#)

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**Wolfbane is Coming to Downtown Lynchburg
Bringing Immersive, Award-Winning Theatre to Jefferson Street**

Nationally recognized for its award-winning immersive entertainment, Wolfbane Productions is expanding into downtown Lynchburg in the fall of 2024. With the assistance of the Downtown Lynchburg Association's [Launch LYH](#) Program and West on Main, Wolfbane will turn 723 Jefferson Street (previously the Coca-Cola Building) into an 11,000+ sq. ft. entertainment venue that can host up to 300+ patrons, while preserving the original architecture of the historic building. Entering its 17th season of programming, Wolfbane will christen the new venue with an original adaptation of Dracula, just in time for the 2024 Halloween season.





[Wolfbane Productions](#) began in 2008 as the student project of Founding Artistic Director and Appomattox native, Dustin Williams. Seventeen years later, the company has produced over 50 main stage productions, including acclaimed original works and adaptations. Wolfbane became a 501(c)(3) nonprofit in 2015 and specializes in unmatched entertainment, premium arts education, and community health events & initiatives.

Wolfbane now has two performance venues. The indoor Wolf Den Downtown in Lynchburg and the outdoor venue on Country Club Road in Appomattox called the Wolf PAC (Wolfbane Performing Arts Center). While construction is underway in the new space, Wolfbane will host two mainstage productions, "[A Christmas Carol](#)," from December 20th through December 23rd, 2023, and "[Rock of Ages](#)," from February 10th to March 3rd, 2024, at the Academy Center of the Arts on Main Street.

"We are so grateful to the staff at the Academy," says Wolfbane Executive Director, Ken Arpino. "Their support has been invaluable as we introduce ourselves to the downtown Lynchburg arts and business communities. We have felt very welcome."

Wolfbane's mission is to make art accessible to all audiences, including those who may be experiencing the magic of live theatre for the first time. The company has become a leader in the community by providing inclusive opportunities for all ages and arts-appreciation levels. Wolfbane has built a brand around its unique immersive, in-your-face storytelling style that leaves audiences energized, revitalized, and inspired.

"We are thrilled to welcome Wolfbane Productions to the Downtown Lynchburg Community. Their distinctive, top-notch productions will contribute significantly to the arts and culture landscape of our entire region," said Downtown Lynchburg Association's Executive Director, Ashley Kershner.



Wolfbane has also received support from the City of Lynchburg through the competitive Launch LYH Grant Program. Along with several other small businesses, Wolfbane has received generous funding to be used in the creation of their new downtown Lynchburg storefront theatre. The addition of Wolfbane Productions to the downtown region will be a tremendous boost for local tourism and business. Wolfbane brings with it an expansive following, drawing local patrons from cities such as Charlottesville, Roanoke, Richmond, and beyond.

Wolfbane’s creative 2024 programming will enhance Lynchburg’s already vibrant, diverse, and thriving arts community. With the addition of the Wolf Den-Downtown, Wolfbane hopes to bring more art-lovers (new and old) into their diverse community, known as the “Wolf Pack,” and spread the joy of innovative storytelling across the Greater Lynchburg area.

Up first in the Warehouse Theatre at the Academy is “Rock of Ages.” In collaboration with State Farm - Jack Dean Insurance, this 80s jukebox musical comedy is the perfect adult’s night out. Without a doubt, this hilarious, high-energy rock concert will be the feel good party of the year.

Following “Rock of Ages,” get the complete Monty Python experience as Wolfbane brings “Spamalot” back to the outdoor Wolf PAC in Appomattox. In collaboration with Davidson, Doyle



and Hilton, this hilarious musical will be staged beneath the stars in Wolfbane’s enchanted forest, complete with a Medieval castle, evil bunny, and plenty of shrubbery.

For the first show in the new Wolf Den Downtown, Wolfbane is thrilled to present their take on the father of all Universal Monsters– Dracula. As witty and fun as it is horrifying, Wolfbane’s Dracula was the Audience Choice Poll Winner for 2023 (and is not for the faint of heart).



Wolfbane’s 2024 Season will close with “A Christmas Carol,” performed in the Wolf Den Downtown. In collaboration with Jamerson Building Supply, Wolfbane will lead audiences of all ages on a magical, immersive journey through time in this all-new production that is sure to become a holiday tradition.

For more information about Wolfbane, including how to experience every 2024 event with a season membership, please visit www.wolfbane.org or email boxoffice@wolfbane.org.

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