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DAILY MESSENGER (USPS 143-980) is published daily except on Mondays and Federal Holidays. Periodical Postage paid at Canandaigua, NY 14424
POSTMASTER: Send address changes to: Daily Messenger PO Box 580 Hornell, NY 14843

READER SUBMITTED PHOTOS



Susan Leach, 78, of Canandaigua, makes Valentine's Day crafts at Ontario Center. PHOTO PROVIDED



Ontario Center resident Skip Howe, 56, of Churchville, is all smiles for Valentine's Day. PHOTO PROVIDED



Ontario Center residents, including Linda Tabone, 63, of Rochester, get in Valentine's Day spirit with themed arts and crafts. PHOTO PROVIDED

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GANNETT LOCALiQ

Theaters
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When does it go into effect?
The new measure goes into effect immediately for theaters already licensed to sell beer and wine. Theaters without licenses will need to get them from the liquor authority. However, simultaneously, they can apply for temporary permits to sell beer and wine for up to 90 days, which is a speedier process, an authority spokesman said.

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'Something we've wanted for a very long time'
The Little Theatre in Rochester, which long has been licensed to sell beer and wine in its cafe, was surprised and heartened by the news. "This is something we've wanted for a very long time," said Scott Pukos, the Little's director of communications. Indeed, former Gov. Andrew Cuomo had pushed a plan for years to allow theaters to serve beer, wine and liquor, but lawmakers repeatedly rejected the measure. The coronavirus pandemic has made things especially challenging for arthouse cinemas, Pukos said. And in addition to hosting special events, "This gives us another way to add to what we call the Little experience." It also will allow the theater to collaborate with other local businesses. "It opens up an opportunity to team with some of wonderful craft breweries and wineries in the area," he said. "It would help out the Little, and it would help them out." Reporter Marcia Greenwood covers general assignments. Send story tips to mgreenwo@rochestergannett.com. Follow her on Twitter @MarciaGreenwood.