



NEWS RELEASE

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NC THEATRE ANNOUNCES NEW HIRE IN FUND & AUDIENCE DEVELOPMENT

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RALEIGH, N.C. – North Carolina Theatre proudly announces the appointment of Joan Caviness as Director of Audience & Fund Development. This newly created position within the company capitalizes on her exceptional track record of success in fundraising and sales & marketing, most recently with Carolina Ballet.

Prior to entering non-profit management with Carolina Ballet, Joan was employed with General Electric for over 13 years, earning her CPA certificate while working as a financial analyst for an insurance arm of GE. The daughter of a musician and a minister, Joan considers herself an evangelist for the performing arts and is eager to use her talents to attract more audience members and donors to North Carolina Theatre.

Executive Director, Lisa Grele Barrie noted, “To prevail in this new economy, performing arts groups must bring forth creative ideas and strategies that are highly responsive to the needs of our donors, patrons and the community. We also know that attracting new audiences is key to our continued growth and success. With Joan on board, our team is moving in the right direction.”

ABOUT NORTH CAROLINA THEATRE

The mission of North Carolina Theatre is to strengthen the cultural vitality of the region and cultivate musical theatre appreciation by producing outstanding professional Broadway musicals and developing the next generation of artists through youth training, performance and outreach programs.

2010 SEASON TICKETS ON SALE!

Order your season tickets today to our fabulous 2010 season including *The Full Monty* starring Emmy Award-winning Sally Struthers and Raleigh’s own Ira David Wood III (February 27-March 7), *Cinderella* (April 10-18), *Annie* (July 24-August 1) and *Little Shop of Horrors* (September 18-26). All performances are in Raleigh Memorial Auditorium at the Progress Energy Center for the Performing Arts. For season tickets call the NC Theatre Box Office at 919-831-6941 x6944 or visit www.nctheatre.com. Single tickets to all 2010 productions go on sale on Monday, November 30.

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