



**WASHINGTON
PERFORMING ARTS**

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CONTACT: Amanda Sweet
(347) 564-3371
amanda@bucklesweet.com

**LAUREN BEYEA TO JOIN WASHINGTON PERFORMING ARTS
AS DIRECTOR OF MARKETING, COMMUNICATIONS & CREATIVE MEDIA**

**Beyea hails from two distinguished local institutions
and has deep ties to the artistic community of Washington, D.C.**



(Washington, D.C.) — Washington Performing Arts, one of the nation’s premier arts organizations, announced today the hiring of **Lauren Beyea** as its Director of Marketing, Communications & Creative Media. Beyea officially joins Washington Performing Arts as part of the 7-member Senior Management Team on June 27, 2022, after 13 seasons at Ford’s Theatre. At Washington Performing Arts, Beyea will steward a team of internal staff and external consultants, focusing on audience development and

engagement, earned revenue growth, and institutional promotion and storytelling across all platforms.

“Lauren has a real passion for the transformative and unifying power of the arts,” said **Washington Performing Arts’s President & CEO Jenny Bilfield**. The breadth of her experience, inclusive mindset, and her professional acumen will support not only the Washington Performing Arts mission and programs, but also our longer-term strategic planning work. She is a respected colleague within our field and region, and I look forward to the contributions she will make to our work and culture.”

During Beyea’s tenure at Ford’s, she implemented national media campaigns for the 2009 renovation and reopening of the historic theatre and museum, the opening of the Center for Education and Leadership, the 2015 commemorations for the 150th anniversary of President Abraham Lincoln’s assassination, and the phased reopening of the site. Her work has included public relations, branding, marketing and social media promotions for more than 50 stage productions, six world premieres, numerous special museum exhibitions, educational initiatives, red carpet events including film screenings and annual Presidential Galas, and the D.C. 20th anniversary

9/11 commemoration event, *Come From Away: In Concert at the Lincoln Memorial*.

Prior to Ford's, Beyea spent four years with the Shakespeare Theatre Company where she oversaw media relations for the opening of the 775-seat Sidney Harman Hall, 22 stage productions, and education initiatives. At Shakespeare, Beyea also developed a college-student ambassador program and trained volunteers for the company's Free For All productions at Carter Barron Amphitheatre.

"Washington Performing Arts has been a leader in presenting vibrant repertoire and world-class artists, in championing burgeoning performers and providing musical opportunities for young musicians," said **Beyea**. "I am delighted to dig into this remarkable work, and eager to lead the strategy of the marketing and communications team in ways that encourage further participation in the arts for patrons throughout the capital region."

Beyea currently serves on the Marketing Committee for Destination DC and as Vice Chair of the Worship and Music Committee for Westminster Presbyterian Church (Alexandria, VA). A choral music enthusiast and occasional soloist, Beyea has performed with the Choral Arts Society of Washington, and at the Kennedy Center, Strathmore Music Center, Ford's Theatre, and more. She holds a B.A. in Public Communications from the American University in Washington, D.C.

ABOUT WASHINGTON PERFORMING ARTS

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, culturally-specific genres, dance, and more. We also have an ever-expanding artistic and educational presence on the internet, envisioning ongoing opportunities for online connection and community.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

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