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FOR IMMEDIATE RELEASE**BERKELEY REPERTORY THEATRE ANNOUNCES
NEW DIRECTOR OF PUBLIC RELATIONS****Local PR professional Voleine Amilcar to head media relations for renowned nonprofit**

JUNE 11, 2013 — The Tony Award-winning Berkeley Repertory Theatre today announces that it has named **Voleine Amilcar** as its **new director of public relations**. Amilcar brings more than eight years of public relations and communications experience to the local nonprofit. In her new post, Amilcar will publicize all Berkeley Rep activities including its acclaimed seven-play subscription season, a range of special events, the Berkeley Rep School of Theatre, The Ground Floor new play development program, and other institutional efforts.

"We are thrilled to welcome Voleine to the organization," says **Managing Director Susan Medak**. "Her experience, combined with her deep love and appreciation for the arts, makes her a wonderful fit for this position. We are very excited about what she will bring to Berkeley Rep and all of our work both on- and off-stage."

Prior to joining Berkeley Rep's staff, Amilcar served as the associate director of communications for San Francisco's **Independent Television Service (ITVS)**, the leading funder of U.S. independent public television productions. During her six-year tenure, she led the publicity and marketing communications efforts for **PBS's** Emmy Award-winning documentary series "Independent Lens" hosted by **Stanley Tucci**, the World Channel's Global Voices series, and other programming initiatives. While at ITVS, Amilcar supported over 100 PBS broadcast premieres, working closely with documentary filmmakers to bring their stories to a larger audience and expand cultural awareness.

"I'm honored to join the highly talented team at Berkeley Rep. I admire its commitment to staging captivating and ambitious theatre and serving its local community," comments Amilcar. "I look forward to collaborating with today's leading theatre artists and journalists to share Berkeley Rep's impactful and invigorating work."

Amilcar replaces Terence Keane, Berkeley Rep's former director of public relations who now serves as executive director at Napa's Cinnabar Theater. Prior to her work with ITVS, she worked for a number of public relations agencies, including MSR Communications, Fenton Communications, and Burson-Marsteller. She has publicized myriad products, projects, and issues in the retail, public interest, and arts and entertainment sectors for a range of local, national, and international clients. Amilcar graduated with a B.A. in media communications with an emphasis on journalism from Mills College. She lives in Oakland with her husband and son.

ABOUT BERKELEY REP

Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its core values of imagination and excellence, as well as its educated and adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. In four decades, four million people have enjoyed more than 300 shows at Berkeley Rep. These shows have gone on to win five Tony Awards, seven Obie Awards, nine Drama Desk Awards, one Grammy Award, and many other honors. In recognition of its place on the national stage, Berkeley Rep received the Tony Award for Outstanding Regional Theatre in 1997. Its bustling facilities – the 600-seat Roda Theatre, the 400-seat Thrust Stage, the Berkeley Rep School of Theatre, the Osher Studio, and a spacious new campus in West Berkeley – are helping revitalize a renowned city. See tomorrow's plays today at Berkeley Rep.

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RECIPIENT OF THE TONY AWARD FOR OUTSTANDING REGIONAL THEATRE