

FOR IMMEDIATE RELEASEPress Contact: Kevin Kopjak | Prismatic Communications | kevin@prismaticcommunications.com**BERKELEY REPERTORY THEATRE NAMES VICTOR CERVANTES JR.
AS ASSOCIATE PRODUCER – NEW WORK**

Newly formed role will be responsible for managing the activities of Berkeley Rep’s Ground Floor, as well as work with the artistic team on the planning, producing, and artistic support of the mainstage season.

BERKELEY, CA (September 27, 2024)—**Berkeley Repertory Theatre Artistic Director Johanna Pfaelzer and Managing Director Tom Parrish** announce the appointment of **victor cervantes jr.** (they/elle/iel) as the award-winning theatre company’s **Associate Producer – New Work**.

In this newly formed role, cervantes will be responsible for managing the activities of **The Ground Floor: Berkeley Rep’s Center for the Creation and Development of New Work**, as well as work with the artistic team on the planning, producing, and artistic support of the mainstage season.

"We are thrilled to welcome victor to Berkeley Rep as our new Associate Producer - New Work," said **Pfaelzer**. "Their passion for storytelling, deep understanding of the creative process, and commitment to amplifying diverse voices make them an invaluable addition to our team. I am grateful that even in these challenging times, Berkeley Rep’s commitment to the creation of new work remains robust, and I look forward to seeing the impact I know victor’s collaboration and vision will have on the future of The Ground Floor, and the artists we support."



"Having been born in Mountain View, I am thrilled to return to the Bay Area and support Artistic Director Johanna Pfaelzer—one of the foremost crafted and artist-centric producers of the American Theatre—and work alongside Associate Artistic Director David Mendizábal—one of the American Theatre’s leaders in visionary community-centric practices," adds **cervantes**. "As a proud child of previously undocumented Mexican-American residents, to be a part of Berkeley Repertory Theatre’s Artistic team is a dream not dreamt by my ancestors. I am thankful to the staff and team at-large for their warm and welcoming invite into a committed artistic community; and I look forward to building on the work of those before me within new work development and creating bridges for artists to The Ground Floor."

cervantes is a theatremaker, educator, and community organizer hailing from Phoenix, AZ. They are the Founder and CEO of la mission project, a social impact production company that specializes in the development and execution of wide-scale, immersive arts projects and their intersection with community mobilization. They aim to support and uplift BIPOC+ Queer and Trans artists and stories to more visible platforms, and to reach communities that have been pushed to the margins; as such, they are the Creative Producer for New Roots: A Queer Artist Residency at Walhalla Farm, a Core Faculty Member at The National Theater Institute within The Eugene O'Neill Theater Center, and a Mentor for The Miranda Family Fund Fellowship.

Recently, they served as Executive Producer for *A Good Day to Me Not to You* by Lameece Issaq and directed by Lee Sunday Evans with Waterwell Productions and Plate Spinner Productions at The Connelly Theater in New York City; *7 Minutes* by Stefano Massini (*The Lehman Trilogy* on Broadway) and directed by Mei Ann Teo with Waterwell Productions; and a sold-out run of *The Pool Plays* (3 Premieres in Repertory by Kate Cortesi, Brenda Withers, and Emily Zemba) at The New Ohio Theater.

During the COVID-19 pandemic, they were the Creative Producer for The Homebound Project, a fundraiser for No Kid Hungry, which raised over \$150K. This past year, they served on the selection panels for American Playwriting Foundation's Relentless Award, American Musical Theatre Project, HERE Arts HARP Residency Award, NAMT: Impact & Exploration Fund Grant Award, Eugene O'Neill's Musical Theater and Playwrights Conference, Playwrights Realm's Development Programs, Terrence McNally Fellowship at Rattlestick Playwrights, and the Theater Producers of Color Cohort. They are the former Associate Producer of New Work and Innovation & Strategy at Oregon Shakespeare Festival (Seasons 23 & 24); Associate Producer at Rattlestick Playwrights Theater (Seasons 23 & 24); and former Co-Artistic Director of Middle Voice at Rattlestick (2013 - 2018).

They have enjoyed teaching for AADA, AMDA, ASU, Columbia University, Hunter College, NYU's Tisch School for the Arts, and schools serving the ASD community.

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ABOUT BERKELEY REP

Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its ambition, relevance, and excellence, as well as its adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. Over 6 million people have enjoyed more than 500 shows at Berkeley Rep, including 85 world premieres. Berkeley Rep shows have gone on to win 8 Tony Awards, 9 Obie Awards, 11 Drama Desk Awards, 1 Grammy Award, 1 Pulitzer Prize, 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. Through its annual seven-play season, together with up to four special event presentations, Berkeley Rep invites audiences to enjoy an eclectic range of theatrical experiences featuring diverse artistic voices, themes, and perspectives. To formalize, enhance, and expand the processes by which Berkeley Rep makes theatre, The Ground Floor: Berkeley Rep's Center for the Creation and Development of New Work was launched in 2012. Serving some 20,000 people a year, Berkeley Rep's School of Theatre ensures broad access to dynamic arts educational activities, especially for Bay Area youth, and provides immersive training for current and future theatre makers. In 2021, Berkeley Rep launched In Dialogue, a program that places its theatre-making skills and resources in

service of the community. Using storytelling as an anchor, In Dialogue is developing long-term collaborations with local, socially centered organizations, as well as educating and activating our audiences around organizations whose work aligns with the themes of our productions. Berkeley Rep's bustling facilities—which include the 600-seat Roda Theatre, 400-seat Peet's Theatre, Medak Center, and a spacious campus in West Berkeley—are helping revitalize a renowned city. Learn more at [berkeleyrep.org](https://www.berkeleyrep.org).