FROM: CHILLIWACK ARTS &

CULTURAL CENTRE SOCIETY****

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FOR IMMEDIATE RELEASE

**EXPERIENCE AND PASSION ARE ON BOARD AT**

**THE CHILLIWACK CULTURAL CENTRE**

CHILLIWACK, BC—The Chilliwack Cultural Centre now boasts seven full-time staff under the skilled direction of Michael Cade, Executive Director, who was hired last October by the Chilliwack Arts & Cultural Centre Society Board of Directors. The newly-assembled team are now preparing for the 2010-2011 season, launched by a grand opening week climaxing to the “Red Carpet Affair” gala opening on September 25.

The team is ready to help create a place for creativity, inspiration, and education while serving the community of Chilliwack with great enthusiasm. Chris Reid and Jamea Lister will run the systems that make performances come alive, KellyAnne TeBrinke will be letting the community know about all the exciting activities that will take place under The Centre's roof, Anna Stecca to oversee the new Centre Box Office, Chrissy Hood will ensure bills are paid in a timely fashion, Theresia Reid will coordinate booking The Centre's twelve rental rooms, and Kelly Walton will ensure the building is clean and well maintained. Additionally, The Centre has three students from the University of the Fraser Valley (UFV) working with the Marketing Manager and Technical Director. -more-

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**UFV STUDENTS “LEARN THE ROPES”**

Chris Reid, Technical Director, brings to The Centre an extensive background in scenic construction, lighting design, sound, and stage rigging. Before joining The Centre Reid was the Head Technician at Theatre North West in Prince George as well as Technical Director at the Vernon and District Performing Arts Centre. He has a “can-do” attitude, exclaiming, “If it has to do with the theatre, I'll do it!”

Aiden Roche and Caitlyn Archer have had the rare opportunity this summer to learn from Reid and better understand the technical details of a theatre. Both enrolled in the Bachelor of Arts program at UFV, Roche and Archer have taken on challenging yet exciting tasks at The Centre, such as hanging lights for the main Theatre, setting up power tools in the carpentry room, and putting together a dance floor for both the main Theatre and the Rotary Hall Studio Theatre. With a concentration in Theatre, the two have been able to apply their learned skills from school to an engaging, skill-applicable workplace.

Also working alongside Reid will be Jamea Lister, who is known throughout Chilliwack for his skilled work with sound and lighting design. His solid reputation comes from involvement in over 90 local shows and his current role as Facility Manager at the Chilliwack Community Arts Council. Many local art organizations have benefited from Lister's expertise, including the Chilliwack School of Performing Arts, University of the Fraser Valley Theatre Department, Creative Outlet, and the Chilliwack Players Guild. “I've worked with everyone who does theatre in Chilliwack,” says Lister.

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**MARKETING CHILLIWACK’S NEWEST GEM**

As the new face of marketing, KellyAnne TeBrinke will spearhead communications for many of the engaging activities and must-see shows to take place in the 68,000 square foot centre. She will be driving The Centre's community outreach, including furthering community awareness through local media, strategic partnerships with local schools, businesses, and community groups, as well as serving as a liaison for fundraising efforts. Before joining The Centre TeBrinke gained sales experience as a Sales Manager of Sandman Suites, and her recent position at Trinity Western University enabled her to become web design savvy and an expert event coordinator. As a seasoned volunteer, TeBrinke has served as an ambassador for the Vancouver Winter Olympic Bid and committee member for the Chilliwack Santa Claus Parade and the Hunger Response International Fundraising Gala, as well as currently serving on the Chamber of Commerce Business Excellence Awards event committee.

TeBrinke has been working closely with Haley Smith, a UFV student hired through a Canada Summer Works Project grant. Haley has put her graphic design skills to work when tasked with the season brochure, Centre Box Office logo, and web site backdrop, to name a few of her projects. Smith’s passion for design began with her high school’s yearbook and continued to develop while taking courses for a Visual Arts diploma and Bachelor of Fine Arts degree from UFV.

Chrissie Hood is a master organizer and will ensure processes are efficient and timely as The Centre's Office Manager. She comes from Dawson Creek where she worked at the Nawlican Friendship Centre, which is an arts centre that includes recreational activities for at-risk youth.

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**A TEAM READY TO OPEN THE CENTRE**

Through her last position and continuing with this new role, Hood believes that “community and culture are what makes life worth living”. She is excited to have a role in what will become the heart of art and culture for Chilliwack.

“Chris, Aiden, Caitlyn, Jamea, KellyAnne, Haley, and Chrissie exemplify the goals of the new Cultural Centre” said Cade. “They are each extremely talented individuals, and bring together top level talent from our community and from across the province. We are extremely lucky to have been able to bring these seven onto our team, and are looking forward to the next round of hiring expected to happen in the late summer.”

The centre’s staff offices are now within the building, located on City-owned land at The Landing, adjacent to existing sports and recreation facilities and Prospera Centre, and all staff are looking forward to the September opening.

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Owned by the City of Chilliwack, the new Cultural Centre houses two unique performance venues, an art gallery, music instruction studios, arts and crafts studios, meeting rooms, and offices, and the new home to the Chilliwack Academy of Music and the Chilliwack Arts Council. Other partners in the project include The City of Chilliwack, The Chilliwack Visual Artists Association, and The Chilliwack Players Guild.

*Chilliwack Cultural Centre highlights:*

* 597 seat performance theatre
* 168 seat recital hall / rehearsal space / dance studio / meeting space

Chilliwack Art gallery (22-foot high display area)

* 21 music instructional rooms
* Arts and crafts studios
* Storage and Archival Resource Room

For additional information and to arrange interviews, contact:

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**Chilliwack Arts & Cultural Centre Society Partners**

Chilliwack Academy of Music

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Chilliwack Players Guild

Chilliwack Visual Artists Association

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