

MEDIA RELEASE

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**Pacific Theatre announces Audience Development and
Community Engagement Manager Kaitlin Gordon**

Pacific Theatre is proud to announce the hiring of Kaitlin Gordon in the brand new position of Audience Development and Community Engagement Manager. In this position, Gordon will provide support to the existing staff while working to strategically grow the theatre's audience through direct relationships.

The "little theatre company that could", Pacific Theatre operates a full season of 5-9 shows every year with the equivalent of 3 full-time staff members. It was in a strategic planning session that the core staff realized that they were spending all their time keeping the theatre running and had no time to spare on the "big picture". It was time to bring someone new on board, someone who could help with the day-to-day tasks, while keeping an eye on the overall strategy to develop Pacific Theatre's audiences.

Gordon was a natural choice for the position, not only does she have years of experience in theatre marketing, audience services, and community outreach, but she has deep ties to the company. As a company apprentice in 2009, Gordon spearheaded the wildly successful run of student matinees of *The Lion, the Witch, and the Wardrobe*, adding \$10,000 revenue to the season. Her history with the company goes even further than that, however: "I was first introduced to PT as a young girl and grew up attending all the shows," Gordon reflects, "and I look forward to growing with Pacific Theatre and am excited to embark on this new journey of strategic planning with them."

About Pacific Theatre

Established in 1984, Pacific Theatre moved into its current home at 12th and Hemlock in 1994. In 28 seasons, Pacific Theatre has produced 86 professional mainstage productions ranging from established works to original world premieres.

This season Pacific Theatre has 6 mainstage and 2 second stage shows in its season including the world premiere of Sean Devine's debut play *Re:Union*, a home-grown adaptation of Dickens' *A Christmas Carol*, and a mini-series of Shanley plays *Danny and the Deep Blue Sea* and *Doubt*.

Pacific Theatre's existing team of administrative superstars includes Alison Chisholm (Artist and Office Manager), Frank Nickel (Production and Business Manager), Cindy McPherson (Business Consultant), Andrea Loewen (Communications Manager), and Ron Reed (Founding Artistic and Executive Director).