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Press Release
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Richmond CenterStage Foundation to Change Name to Richmond Performing Arts Alliance

Organization's mission, activities, venues to remain the same

Richmond, VA – Richmond CenterStage Foundation is excited to announce that, effective March 1, 2017, its new name will be Richmond Performing Arts Alliance.

The organization's mission remains the same – to provide diverse local and world-class performing arts, transformative arts education experiences for students of all ages, and inspirational venues that will strengthen the culture and economic vitality of the Greater Richmond region.

"The new name more clearly states who we are and what we do," said Randy Parks, Chairman of Richmond CenterStage Foundation. "We have evolved as an organization; we are no longer a single venue downtown and the new name reflects the inclusive impact we aim to have on the performing arts community and Greater Richmond as a whole."

"For more than seven years, Richmond CenterStage has been viewed as a place. The renaming of Dominion Arts Center, and now the renaming of the organization, gives us an exciting opportunity to better distinguish the organization as much more than venues. We are a catalyst for the performing arts through our education programming, and collaborations with arts and other community organizations that leverage the power of the arts to change lives," said Janet Starke, Executive Director of Richmond CenterStage Foundation.

The change in name is the result of months of careful consideration by the board, involving a thorough process in consultation with external partners and leading branding professionals. This process helped to confirm our mission and reestablish our identity as an organization that works tirelessly to **support** today's artists by cultivating diverse arts experiences, to **nurture** tomorrow's artists through programming and experiences that deepen their connection to the arts, and to provide spaces for the arts to **thrive** by supporting Richmond's premier historical venues.

Once the name change goes into effect, the organization will unveil the new brand on its website, social media channels, advertising and other materials. As a preview, the new logo is below.



Richmond CenterStage Foundation is a 501(c)(3) organization whose mission is to provide diverse local and world-class performing arts, transformative arts education experiences for students of all ages, and inspirational venues – all to strengthen the cultural and economic vitality of Greater Richmond. It is the home to eleven resident arts companies and performing arts groups. Richmond CenterStage venues include the historic Carpenter Theatre, Libby S. Gottwald Playhouse and Rhythm Hall at Dominion Arts Center and Altria Theater – the largest performance venue between New York and Atlanta. Its arts education initiative operates out of the Genworth BrightLights Education Center and reaches students of all ages in the City of Richmond and the surrounding counties

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DOMINION ARTS CENTER



ALTRIA THEATER