

# Adrienne Arsht Center

FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

## FOR IMMEDIATE RELEASE

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### ADRIENNE ARSHT CENTER FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY NAMES BILL MILLER SENIOR DIRECTOR OF MARKETING

**MIAMI, FL – January 12, 2010** – The Adrienne Arsht Center for the Performing Arts of Miami-Dade County announced today that it has named Bill Miller as Senior Director of Marketing. Mr. Miller is a seasoned performing arts public relations and marketing professional who was previously based in New York City, where he promoted Broadway theater, dance, and music events.

Mr. Miller will play a key role in the marketing efforts on behalf of more than 90 productions, many of which will comprise the Adrienne Arsht Center's 2009-2010 John S. and James L. Knight Masterworks Season. He will also be responsible for creating and executing marketing plans, setting revenue and attendance goals, and coordinating promotional activities for institutional initiatives, including membership, tourism, and educational outreach programs.

"We are thrilled to add Bill to our team of marketing professionals," said Andrew Goldberg, Vice President of Marketing for the Adrienne Arsht Center for the Performing Arts. "His extensive knowledge of the industry and expertise in promoting several household-name shows nationally will enable us to continue and expand our positive sales trends, as we attract the most exciting shows in the business to the Adrienne Arsht Center."

Prior to joining the Adrienne Arsht Center, Mr. Miller was Vice President of Press and Marketing at Alan Wasser Associates Touring Services. While there, he managed a staff of public relations, advertising, and marketing specialists that was charged with creating, orchestrating, and implementing promotional campaigns for national tours of Broadway productions.

Mr. Miller has significant experience in the performing arts industry. Past clients include Cameron Mackintosh, producer of Tony Award-winning productions of Boublil and Schonberg's *Les Miserables* and *Miss Saigon* and Andrew Lloyd Webber's *The Phantom of the Opera*. His other productions include the Pulitzer Prize-winning *A Chorus Line*, the Tony Award-winning musical *The Light in the*

*Piazza, Matthew Bourne's Edward Scissorhands and Swan Lake, Lerner and Loewe's My Fair Lady, Cats, and New York City Ballet.*

Mr. Miller received the 2009 Touring Broadway Achievement Award from the Broadway League. He also received both the 2004 Alumni Achievement Award and the 1998 Musical Theatre Society Award from Emerson College. He is a member of the Association of Theatrical Press Agents and Managers and earned his Bachelor's of Science degree in Theatre Education at Emerson College.

*Adrienne Arsht Center for the Performing Arts of Miami-Dade County is made possible by the public support of the Miami-Dade County Mayor and the Board of County Commissioners, Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, and Miami-Dade County Tourist Development Council. Education and Outreach is funded in part by The Children's Trust. The Adrienne Arsht Center also receives generous support from private contributions to the Adrienne Arsht Center Foundation, Inc. through its Visionary Society membership program and its Encore Circle major gifts program; American Express Company; Arison Arts Foundation; Bank of America Charitable Foundation; City of Miami Omni Community Redevelopment Agency; Dade Community Foundation; Funding Arts Network; John S. and James L. Knight Foundation; Southern Arts Federation, The Cowles Charitable Trust; The Wachovia Wells Fargo Foundation; the National Endowment for the Arts; and the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council.*

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**About the Adrienne Arsht Center for Performing Arts of Miami-Dade County:**

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is one of the world's leading performing arts organizations and venues. Made possible by Miami-Dade County's largest ever public/private-sector partnership, the Center plays host to three resident companies (Florida Grand Opera, Miami City Ballet and New World Symphony, America's Orchestral Academy) in addition to numerous South Florida arts organizations that perform in its theaters regularly. Since opening in 2006, the Center has emerged as a leader in offering and presenting world-class programming that mirrors South Florida's diversity, as a catalyst for development in Miami, and as a host of impactful community and educational programs.

Designed by world-renowned architect Cesar Pelli of Pelli Clarke Pelli Architects, the venue is comprised of the 2,400-seat Sanford and Dolores Ziff Ballet Opera House, the 2,200-seat John S. and James L. Knight Concert Hall, the black box Carnival Studio Theater, a restored Carnival Art Deco Tower, the Peacock Foundation, Inc. Studio, the Peacock Foundation, Inc. Education Center, and the outdoor Parker and Vann Thomson Plaza for the Arts. Events impresario and restaurateur Barton G. Weiss brought his signature style to the Center in 2009 with PRELUDE BY BARTON G, a full-service upscale restaurant open six days a week.

Visit [www.arshtcenter.org](http://www.arshtcenter.org) for more information.