



## FOR IMMEDIATE RELEASE

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December 16, 2015

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## Theatre Communications Group Welcomes New Chief Development Officer

*Joyce Friedmann joins TCG from Pace School of Performing Arts*

New York, NY – Theatre Communications Group (TCG), the national organization for theatre, is pleased to announce the newest member of its executive leadership team, **Joyce Friedmann**, who will serve as TCG’s **Chief Development Officer**. Friedmann brings almost 30 years of fundraising, marketing, and consulting experience within the arts and culture sector. Most recently Friedmann served as the Major Gift Officer at the Pace School of Performing Arts, where she raised critical funds for scholarships, artists-in-residence programs, travel abroad programs, curriculum development, and the endowment.

“Joyce brings a breadth of experience to TCG, having worked with a diverse array of for-profit and not-for-profit organizations in academia, government, arts and culture, and more,” said **Teresa Eyring**, executive director, TCG. “In addition, she has deep, long-term relationships with artists and our Member Theatres around the country, empowering us to make better connections and garner greater resources to achieve our vision of a better world for theatre, and a better world because of theatre.”

“I have long admired the work of TCG, which has served as a model of excellence for me since I began my career in theatre in 1987 at Center Theatre Group in Los Angeles,” states Friedmann. “I am thrilled to work with the generous staff, benefactors, board, National Council for the American Theatre, Society for the American Theatre, and all TCG members to strengthen, nurture, and promote the professional not-for-profit theatre in this country and around the world.”

Prior to joining Pace and now TCG, Friedmann was the founder and principal of a diverse, full-service boutique agency specializing in fundraising, communications, and marketing, as well as education and community outreach, for arts and culture clients, not-for-profit organizations, government agencies, and academic institutions. Friedmann’s arts and culture clients included the Tony Award and Pulitzer Prize-winning *Clybourne Park*, The Drama League, Café Carlyle’s famed cabaret, Season of Cambodia Festival, The Public Theater, NETworks Presentations, LLC, Tunisian Collaborative Painting artist David Black, *Soul Doctor*, KCRW/NPR Radio, and the national tours of *Rodgers and Hammerstein’s Cinderella*, *Titanic: A New Musical*, *The King and I*, *Mandy Patinkin In Concert*, *Jekyll & Hyde*, *Seussical the Musical*, *Kiss Me Kate*, *Deathtrap*, *Bea Arthur—Just Between Friends*, *Riverdance*, *Tap Dogs*, and *Jelly’s Last Jam*.

Her not-for-profit clients included Keren Or—Jerusalem Center for Blind Children with Multiple Disabilities, Quidoo Consulting, Praxis Housing Initiatives, Inc., Teens Run Yonkers, East Harlem Tutorial Program, Bridge Builders, Sullivan & Cromwell’s *Pipeline Crisis/Winning Strategies*, Turnaround for Children, Federation of Protestant Welfare Agencies, Administration of Children’s Services/Community Partnership Initiative, Bushwick IMPACT, Friends of Island Academy, Sojourn—Battered Women’s Shelter, Kids Creative, City at Peace, and LitWorld. Prior to opening Friedmann & Associates, she served as the director of press, publications, and advertising and lecturer at the Yale Repertory Theatre/Yale School of Drama, and as the associate press and advertising director at Center Theatre Group/Ahmanson and Doolittle Theatres. Friedmann also serves on the Drama League Awards Nominating Committee, and is a member of The Broadway League, the Association of Theatrical Press Agents and Managers (ATPAM), Governance Matters, and Women in Development.

For over 50 years, **Theatre Communications Group** (TCG), the national organization for the American theatre, has existed to strengthen, nurture and promote the professional not-for-profit American theatre. TCG's constituency has grown from a handful of groundbreaking theatres to nearly 700 member theatres and affiliate organizations and more than 12,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research and communications; awards grants, approximately \$2 million per year, to theatre companies and individual artists; advocates on the federal level; and serves as the U.S. Center of the International Theatre Institute, connecting its constituents to the global theatre community. TCG is North America's largest independent publisher of dramatic literature, with 14 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning *American Theatre* magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its member theatres, cultivate and celebrate the artistic talent and achievements of the field and promote a larger public understanding of, and appreciation for, the theatre. [www.tcg.org](http://www.tcg.org).

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