

Adrienne Arsht Center

FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Schwartz Media Strategies
Aaron Gordon: (305) 962-3292
aaron@schwartz-media.com

Adrienne Arsht Center
Suzette Espinosa: (786) 468-2221
sespinosa@arshtcenter.org

ADRIENNE ARSHT CENTER FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY WINS BIG AT 2010 ADDY AWARDS

**Advertising Federation of Greater Miami honors Center with 11 awards
for advertising and marketing excellence.**

MIAMI, FL – March 25, 2010 – The Adrienne Arsht Center for the Performing Arts of Miami-Dade County earned 11 ADDY awards for advertising and marketing excellence at the Advertising Federation of Miami’s annual award ceremony. The ADDYs are the advertising and marketing industry’s most significant awards competition, with more than 60,000 entries annually. The Adrienne Arsht Center’s 11 awards recognized marketing efforts surrounding a number of shows and programs, including its inaugural *Masterworks Season*, 2009 *Jazz Roots* series, 2009 Flamenco Festival, and the summer smash hit *Fuerza Bruta*, which proved to be one of the most successful and longest-running shows in the Center’s history.

The 2009 ADDYs marked the second-straight year in which the Adrienne Arsht Center dominated the competition’s arts and sciences category, bringing the Center’s two-year award total to 24. The Adrienne Arsht Center will now go on to compete at the regional level.

“Winning eleven ADDY awards is a terrific honor for our marketing department and their partners,” said M. John Richard, President and CEO of the Adrienne Arsht Center. “The past two years have seen our marketing team support box office success and forge new relationships within Miami’s diverse community,

resulting in newfound momentum for our programs and our institution. We are enthusiastic about sustaining this success as we embark on the Center's fifth year in service to the community."

The success of the Adrienne Arsht Center's marketing campaigns demonstrated a direct, positive impact on the organization's bottom-line in 2009: the Center sustained strong ticket sales throughout the year and dramatically grew subscription bases for several of its key series, despite economic challenges.

Andrew Goldberg, the Center's Vice President of Marketing, credits this success to the organization's broader marketing strategy. "Our marketing approach is consistent with our institutional mission. Whereas the content of our programs reflects the diverse makeup of South Florida, our promotional efforts capture the public's attention by appealing to patrons' interests in a creative and innovative manner – via traditional advertising, direct marketing, publicity, events and even social media. Once we give people a reason to come and get them through the door, they're hooked. We're creating patrons for life."

Upcoming performances at the Adrienne Arsht Center include the hit Broadway musical *Wicked* playing through March 21; *Jazz Roots: A tribute to Frank Sinatra* on March 19; and *Mamma Mia!*, running from March 30 through April 4. For more information on upcoming programs, visit <http://www.arshtcenter.org/perform/>.

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 five days a week.

Visit www.arshtcenter.org for more information.