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Artsopolis Announces New Director of Local Marketing

San Jose, CA, January 28, 2009 – The Artsopolis Marketing Partnership (AMP), a program of Arts Council Silicon Valley (ACSV), today announced that Susannah Greenwood has been promoted to the position of Director of Local Marketing. In this role, she will be responsible for leading all aspects of Artsopolis local site marketing including all local “powered by Artsopolis” contracts, partnerships with local arts organizations, and negotiation and execution of all advertising campaign initiatives.

Also known as the “Princess of Artsopolis,” Ms. Greenwood joined Artsopolis in 2004 as manager of web content and ticketing activities. In this role, she managed online listings and local content for close to 800+ local arts organizations and venues. Prior to Artsopolis she served as an instructor and director with the Palo Alto Children’s Theatre where she was responsible for casting, scheduling and managing all production aspects. A performer and artist in her own right, she continues to serve as Associate Artistic Director for the Tabard Theatre Company and as an independent actor, director and writer for various local theaters including the Pear Avenue Theatre, Second Wind, City Lights Theatre Company and many more. She holds a BS degree in English as well as a BS degree in Drama from Kenyon College.

“Susannah’s strong arts background and web marketing expertise – as well as her creative online community outreach efforts - have helped strengthen the Artsopolis brand and visibility in Silicon Valley,” said Bruce W. Davis, Executive Director of Arts Council Silicon Valley. “We’re delighted to have someone with her background and commitment to the arts leading the local marketing efforts for Artsopolis.”

ABOUT THE ARTSOPOLIS MARKETING PARTNERSHIP (AMP)

The *Artsopolis Marketing Partnership (AMP)* exists to give visibility to Silicon Valley arts and cultural organizations in order to expand audiences and create a more vibrant and engaged civic and cultural community. AMP strives to enhance and strengthen the marketing capabilities of these regional organizations with collaborative marketing efforts and by leveraging resources through partnerships with other agencies, funders, and businesses. Established in July 2002, AMP is a nonprofit program of Arts Council Silicon Valley.

ABOUT ARTS COUNCIL SILICON VALLEY

Arts Council Silicon Valley is an independent, nonprofit arts agency dedicated to providing funding and advocacy support, and fundraising and marketing services to the region’s arts organizations and artists. As the official state/local partner with the California Arts Council and the County of Santa Clara, Arts Council Silicon Valley is the largest nonprofit arts council in the state. Since the organization’s inception over 25 years ago, the Arts Council has provided roughly \$23 million in grants and services to local arts and cultural organizations, individual artists, schools, and community groups.

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