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Skylight Opera Theatre Welcomes New Marketing Director

Milwaukee, WI (February 12, 2010) Skylight Opera Theatre is pleased to welcome Jennifer Samuelson as their new Marketing Director. Samuelson comes to the Skylight after nearly a decade in arts management. Most recently she served the Bel Canto Chorus as Managing Director. Prior to Bel Canto, she was the Executive Director of the Racine Symphony and also worked for many years in the financial and retail sectors. Her formal training is in music education and arts management.

“I am so pleased to welcome Jennifer to the team here at the Skylight. She comes highly recommended by individuals who have worked with her both at the Racine Symphony and Bel Canto. The Skylight has such a wonderful story to tell during this, our 50th anniversary, season and we look forward to working with Jennifer to continue sharing news of our productions, education programs and all of the activities here at the Broadway Theatre Center,” stated Managing Director Amy S. Jensen.

While at Bel Canto and the Racine Symphony, both organizations enjoyed record-breaking attendance, greater community recognition, increased artistic standards and tightly controlled expenses. The Racine Symphony also enjoyed significant increases in private and public support during her tenure. While at Bel Canto, Jennifer spearheaded exciting new initiatives such as the newly formed Bel Canto Boy Choir.

Bel Canto Music Director, Richard Hynson had this to say, “Working with Jennifer Samuelson has been a great pleasure for me. It is rare to find a colleague who shares the same visionary commitment to excellence and growth while understanding the importance of the more mundane but essential details of current operation. Managing an arts organization of our size requires juggling many different tasks; Jen handled them all expertly. I know I speak for the board and membership of Bel Canto in wishing her much success in her new role at Skylight Opera.”

Her personal goal while at Skylight is to increase and broaden the community awareness and appreciation for Skylight’s outstanding programs.

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Skylight Opera Theatre is a nationally recognized producer of the full-spectrum of Music Theatre.

The Skylight is proud to be a cornerstone member of the United Performing Arts Fund (UPAF), which provides major annual financial support. Through community support of the United Performing Arts Fund, UPAF Member and Affiliate Groups are able to provide education and outreach to over 400,000 children, provide over 2,000 live performances and reach over 1,000,000 people every year. When everyone supports the arts through UPAF, they help our local economy, improving education and strengthening outreach programs to the disabled and elderly - all while adding culture to their own life. Support of UPAF is critical to UPAF Member Groups' ability to continue to offer exceptional live performances, award-winning education and outreach programming and substantial economic impact to our region. To learn more about UPAF or to donate, go to www.upaf.org.

The Skylight is supported in part by grants from the NEA, Wisconsin Arts Board, the City of Milwaukee Arts Board, and CAMPAC. The Skylight is a member of OPERA America; Visit Milwaukee; Historic Third Ward Association; Hispanic Chamber of Commerce of Wisconsin; Theatre Wisconsin; Cultural Alliance and a cultural partner of the Milwaukee Symphony Orchestra's Arts in Community Education (ACE) Program. This theater is an equal opportunity employer. Except in plays where race itself is an issue, casting is decided based on ability, not race.

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