

For Immediate Release

JANA LA SORTE APPOINTED EXECUTIVE DIRECTOR
OF URBAN BUSH WOMEN

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Dance Company Celebrates 25 years in 2009-2010 Season

Jana La Sorte has been appointed executive director of Urban Bush Women effective June 17. The appointment was announced by Tammy Bormann, chair of the board.

“This is quite an exciting time for Urban Bush Women as we celebrate many recent accomplishments and prepare for our 25th anniversary celebration. Jana has the right combination of vision and talents we were seeking to help advance the organization in critical ways. We’re thrilled by her ideas and enthusiasm and anticipate her arrival.”

With a background that includes directing marketing and public relations campaigns, working as a TV host and producer, and heading her own media and arts consultancy business, La Sorte began her love affair with the arts at age 10 when her mother enrolled her in ballet class. As Urban Bush Women’s executive director, La Sorte will manage the company’s \$1 million annual budget; spearhead the company’s fundraising efforts; and oversee organizational development.

Commented Jawole Willa Jo Zollar, founder and artistic director of Urban Bush Women, “As someone who started her arts life in dance and has always been engaged with community work, she fully understands and is motivated by our dual mission to create dance and create community.”

La Sorte, 40, has long been dedicated to the arts. For the last nine years, her New York City media and marketing agency, Janlyn PR, has exclusively served arts clients including Jazz at Lincoln Center and the South Orange Performing Arts Center. Previously she was director of communications for Americans for the Arts after departing Edelman Public Relations Worldwide, where she advised clients such as Nike and the United States Holocaust Memorial Museum on crisis management. La Sorte began her career on Capitol Hill in the office of Senator Max Baucus (D-MT) and recently created and managed the women’s media outreach team for the 2008 Democratic National Convention as a volunteer. Long committed to community engagement, she chaired Project Northstar’s 10th anniversary fundraiser and programs events for NoMAA, the Northern Manhattan Arts Alliance. A former member of several arts boards, she recently finished her masters in nonprofit management with a specialty in arts management at Seton

Hall University. She earned her bachelors degree in radio, TV and film from Northwestern University.

La Sorte comes to Urban Bush Women at a particularly auspicious time in its 25-year history. The company was recently selected as one of three American dance companies to participate in DanceMotion, a newly created U.S. State Department cultural diplomacy touring program. Zollar, the distinguished Nancy Smith Fichter professor of dance at Florida State University, is a 2009 recipient of a Guggenheim Fellowship and was selected as one of this year's 50 U.S. Wynn Fellows. A recognized leader in using the arts as a tool for community engagement, she is a keynote speaker in June at the annual Americans for the Arts conference and attended a meeting in May that the White House convened on the issue of community-building.

La Sorte succeeds Amy Cassello, who was with the company for eight years.

www.UrbanBushWomen.org