

Laura Efron Joins the Fringe as New Executive Director

For Immediate Release: November 6, 2017 — Andrew Westman and the Board of Directors of the Vancouver Fringe Theatre Society are proud to announce that Laura Efron will be joining the Fringe as the new Executive Director. Laura has been a professional arts administrator for 20 years, working with Vancouver's most established theatre organizations including Rumble Theatre, the Arts Club Theatre Company, the Firehall Arts Centre, and Capilano University's BlueShore Centre.

The hiring committee, made up of Fringe Board Members Andrew Westman, Claudia Sjoberg, Sharon Sutherland, Leslie Carty, and Nancy More, alongside community representatives Howard Jang (SFU Professor of Professional Practice and Director of Woodward's Cultural Unit) and Tara Travis (Fringe artist alumni) selected Laura from more than 60 applications that came from as far away as California and Ottawa.



Laura Efron started her affair with the Fringe as a volunteer in 1997. She's now taking on the role of Executive Director.

"My love of the Vancouver Fringe Festival began when I volunteered for the Festival in 1997 shortly after moving to Vancouver," Laura says. "Since then, I have enthusiastically attended the Festival as a member of the theatre community, been a donor, and helped facilitate Fringe shows at the Firehall Arts Centre during my time as the General Manager. I am excited to take on this role because of the opportunity to be surrounded by such enthusiastic volunteers and artists and to be part of a team that is working hard to provide theatre for everyone."

Laura's background with strategic planning, record-breaking subscription campaigns, and as a co-founder of the independent theatre creation centre, Progress Lab 1422, will be a boon for the Fringe during the implementation of the Diversity Program, the growth of Theatre Wire, and the continuation of artist opportunities through the non-juried, uncensored annual Vancouver Fringe Festival.

The Fringe is thrilled to have Laura and her diverse experience as part of the team. Laura will officially commence her role as the Vancouver Fringe Theatre Society's Executive Director on December 11, 2017.

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—page one of one—