



713 Lake Avenue Lake Worth Florida 33460 (561) 586-6169 [lakeworthplayhouse.org](http://lakeworthplayhouse.org)

**FOR IMMEDIATE RELEASE**  
**September 30, 2008**

**Contact:**

Stephanie Smith

Tel: 561-586-6169

E-mail: [ssmith@lakeworthplayhouse.org](mailto:ssmith@lakeworthplayhouse.org)

## **LAKE WORTH PLAYHOUSE ANNOUNCES NEW MARKETING DIRECTOR**

**LAKE WORTH, Florida (September 30, 2008)** – The Lake Worth Playhouse announced the appointment of Lisa Bankert as Director of Marketing and Public Relations, effective October 1, 2008. In this position, Ms. Bankert will be responsible for creating and implementing marketing and public relations campaigns for the Lake Worth Playhouse in order to increase branding and awareness of diverse Playhouse offerings, and to expand the organization's reach across the community to attract broader audiences and increase revenues and sponsorships.

Ms. Bankert brings experience in the areas of marketing, communications, public relations, entertainment, non-profit theatre and cultural arts programs. She will collaborate with Playhouse staff to integrate marketing programs across all initiatives.

### **About Lake Worth Playhouse**

Lake Worth Playhouse is a not-for-profit, non-equity community theatre with a diverse array of offerings, including award-winning dramas, comedies, musicals, area premieres, reinterpretations of classics, children's shows, ballets and operas on film, jazz concert series and alternative programming. In addition to its main stage theatrical fare, the Playhouse presents year-round independent and foreign films in the Stonzek Theatre, an intimate black-box style theatre equipped with a large viewing screen and high-definition projection. The Playhouse is proud to offer a variety of educational programs for adults and children, as well as community outreach initiatives that bring cultural programs into the neighborhoods of underserved youth and make theatre available free of charge for disadvantaged citizens in the community.

Tickets to all performances and events are on sale now. Visit the Lake Worth Playhouse online [www.lakeworthplayhouse.org](http://www.lakeworthplayhouse.org) or call the box office at **561-586-6410**.

# # #