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FOR RELEASE
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Ford's Theatre Announces

**Erica Lauren Ortiz as
Director of Equity, Diversity and Inclusion**

**Leah Yoon Frelinghuysen as
Director of External Communications and Marketing**

Washington, D.C.— Ford's Theatre Director Paul R. Tetreault today announced the hiring of Erica Lauren Ortiz as Director, Equity, Diversity and Inclusion and Leah Yoon Frelinghuysen as Director, External Communications and Marketing. Both joined the senior leadership of Ford's Theatre on September 8.

"I am thrilled to have Erica and Leah on the Ford's Theatre leadership team," said **Ford's Theatre Director Paul R. Tetreault**. "The acumen and talent that each possesses will strengthen the already dynamic leadership we have. And in adding to our senior leadership, they bring invaluable perspectives that will enhance Ford's mission, outreach, programming and commitment to equity, diversity and inclusion."

In the newly created position of Director, Equity, Diversity and Inclusion, Ortiz will continue the company's anti-racism and inclusion efforts by updating and standardizing practices in human resources and onboarding materials; collaborate with the marketing and production staff to support diversifying audience development; and work alongside the staff-led Anti-Racism Committee to further develop the lexicon staff utilize around EDI initiatives, receive and review EDI recommendations, and offer training and support.

As Director, External Communications and Marketing, Frelinghuysen will manage and evolve the institution's comprehensive marketing, communication and digital content

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strategy and audience development promotional activities. She also will oversee the box office and visitor services teams for the institution and is responsible for ensuring the nonprofit meets its annual earned revenue goals.

About Erica Lauren Ortiz

Erica Lauren Ortiz is an equity diversity and inclusion champion, digital media guru and creative producer. She previously served as Director of Marketing and Production for Theatre Communications Group (TCG), the national non-profit organization leading for a just and thriving theatre ecology. As Senior Director of Digital Marketing and Business Development for Odyssey Media, Ortiz worked regularly with influential multicultural female audiences and developed digital and event activations for more 30 Fortune 500 companies. Ortiz is a former member of the NAACP National Board of Directors, where she co-organized a 2006 rally on Capitol Hill of 700 youth to support the reauthorization of the Voting Rights Act, served on the organization's executive committee and as vice chair of three committees: Resolutions, ACT-SO, and Membership and Units. Named as one of the nation's top 20 emerging female entrepreneurs by Fairfield Inn and Suites ELEVATE program, Ortiz is also Founder of The Brandprint, a full-service, creative strategy, media and production firm of experts who convene virtually. After 14 years in New York City and New Jersey, she is happy to return home to the Washington area.

About Leah Yoon Frelinghuysen

In the last decade, Frelinghuysen established a boutique public relations agency specializing in start-up to mid-size companies, helping to establish new products and leaders across the consumer marketplace. She has a diverse background working with leaders in for-profit, nonprofit and political entities. Prior to starting her own firm, Frelinghuysen served in senior media relations roles at Fox News and NPR. She also ran regional communications efforts for two presidential campaigns and has served as a political appointee managing crisis communications and public affairs strategy at the Department of Homeland Security. As a longtime arts advocate, Frelinghuysen oversaw the communications, marketing and government relations needs of the nation's largest performing arts association as the Director of Public Affairs at the Association of Performing Arts Professionals (APAP). She started her career at VH1, the cable music channel, as the campaign coordinator, helping to raise \$3 million worth of musical instruments for its pro-social initiative restoring music education programs in public schools across the country. Frelinghuysen graduated from The Juilliard School with a

bachelor's degree in Piano Performance and a has master's degree from Columbia University in Public Policy and Administration.

Ford's Theatre Society

One of the most visited sites in the nation's capital, Ford's Theatre reopened its doors in 1968, more than a hundred years after the assassination of President Abraham Lincoln. Operated through a partnership between Ford's Theatre Society and the National Park Service, Ford's Theatre is the premier destination in the nation's capital to explore and celebrate Abraham Lincoln's life and legacy.

Ford's Theatre Society was founded under the guidance of executive producer Frankie Hewitt, who, during her 35-year tenure, established Ford's as a living, working theatre producing performances that highlighted the diversity of the American experience. Since the arrival of Paul R. Tetreault as Director, critics and the theatre-going public have recognized Ford's for the superior quality of its artistic programming. With works from the Tony-nominated *Come From Away* and the nationally acclaimed *Big River*, to the world premieres of *Meet John Doe*, *The Heavens Are Hung In Black*, *Liberty Smith*, *Necessary Sacrifices*, *The Widow Lincoln* and *The Guard*, Ford's Theatre is making its mark on the American theatre landscape. Under the current leadership of Board of Trustees Chairman Phebe N. Novakovic and through the lens of Lincoln's leadership and legacy, Ford's today endeavors to advance Lincoln's "unfinished work" with programs and performances that cultivate empathy, encourage dialogue and bridge divides in American life.

For more information on Ford's Theatre and the Ford's Theatre Society, please visit www.fords.org.

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