

ASOLO REPERTORY THEATRE

PRODUCING ARTISTIC DIRECTOR MICHAEL DONALD EDWARDS MANAGING DIRECTOR LINDA DIGABRIELE

*****For Immediate Release*****

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Asolo Repertory Theatre Wins WEDU Be More Award

(SARASOTA, February 12, 2015) — Asolo Repertory Theatre received the 2015 **WEDU Be More Brilliant Award** during the special 10th anniversary ceremony held on Thursday, February 12, 2015 in Tampa. The theatre was also one of five finalists in the “Be More Unstoppable – Nonprofit Organization of the Year” category, from a pool of more than 100 organizations. The WEDU Be More Awards honor exceptional regional nonprofit organizations in several different categories. WEDU is West Central Florida's leading PBS station, reaching 16 counties through on-air and online platforms.

This year, Asolo Rep's world-class Scenic Studio and its impressive 2013-14 season was honored in the Be More Brilliant category, which, according to WEDU, "recognizes initiatives, projects, and/or services that are unique, creative, or innovative and will be presented to the organization responsible for the development, coordination, delivery, and results of the project." During the 13-14 season, the Scenic Studio crafted exceptionally ambitious and imaginative sets for the theatre's celebrated productions of *Show Boat*, *The Grapes of Wrath*, and *Hero: The Musical*.

Led by longtime Production Manager Vic Meyrich, Asolo Rep's Scenic Studio is located in the theatre's state-of-the-art Robert and Beverly Koski Production Center. The Koski Center's expert artisans and craftspeople build innovative sets and props for Asolo Rep's eight to 10 mainstage productions each season as well as productions for Broadway, Miami's Arsht Center, the Metropolitan Opera summer season at Tanglewood, Sarasota Opera, the Sarasota Ballet, and more. This is the third WEDU Be More Award that the theatre has won in the past four years, having won previously for Asolo Rep's education initiatives.

"It's such an honor for me and for the whole production team," said Vic Meyrich. "It's truly special not just for the scenic shop but for the costume shop and our backstage crew, as well."

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"It's really wonderful to have our extraordinary shop honored and validated in this way," said Producing Artistic Director Michael Donald Edwards. "This is the largest full-service production facility south of Atlanta. We have become a center in the state of Florida for doing excellent, innovative work in the area of physical production."

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Media Contact:

Sasha Fields
Public Relations Manager
941-351-9010 ext. 4800
sasha_fields@asolo.org