

Managing Director Lucy Eveleigh becomes the new Executive Director of the Toronto Fringe

FOR IMMEDIATE RELEASE:

Toronto, ON (October 2, 2017) – The Board of Directors are very pleased to announce that **Lucy Eveleigh** will be the new **Executive Director for the Toronto Fringe Festival**.

Lucy Eveleigh has been the **Managing Director** of the Toronto Fringe for the last five years, after two years as the General Manager for the SummerWorks Performance Festival and three years as the General Manager of the Pleasance Theatre in London, England. Her extensive knowledge of theatre administration and company management, and her passion for the mandate of the Fringe movement, make her the ideal candidate to lead this organization into its 30th year and beyond.

She takes over from **Kelly Straughan**, who recently moved on from her position as the Executive Director to become the new Artistic/Executive Director of Workman Arts.

“I have been doing festival work for quite a while now, so to be moving into this position of leadership at the Toronto Fringe is a fabulous honour for me,” says Lucy. “I know the organization very well, and I look forward to taking it through it’s next phase. I was lucky enough to work closely with Kelly Straughan and she has prepped me well for this role. I am excited and ready to begin!”

In her years at the Toronto Fringe, Lucy has been integral to the implementation of many of the new initiatives of the Toronto Fringe Festival and the Next Stage Theatre Festival, including:

- Spearheading the switch to a paperless ticketing system for both festivals
- Bringing a new performers portal to the festivals for more streamlined information gathering and communications
- Leading the organization in an accessibility overhaul, and creating the first accessibility lottery category for the Toronto Fringe Festival

President of the Toronto Fringe Board Directors, Spencer Saunders says, “We are extremely pleased and excited for Fringe’s future under Lucy’s leadership. Not only does Lucy have the experience to take the reigns but she has clearly demonstrated that she is up to the task of building on the strong foundation left by her predecessor. I think we can expect great new initiatives under her guidance and the board couldn’t be happier to see her step into the role.”

Lucy Eveleigh will continue to lead the Toronto Fringe as the Executive Director and Interim Managing Director until a new Managing Director is appointed. The job posting for the new Managing Director can be found at <https://fringetoronto.com/get-involved/work-with-us>.

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Lucy Eveleigh is available for interview. Please contact Toronto Fringe Interim Communications Manager Tessa Cernik by phone at 416-966-1062 ext. 225 or by email communications@fringetoronto.com to arrange.