

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY
15th Anniversary Season



FOR IMMEDIATE RELEASE

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**DALE EDWARDS JOINS ARSHT CENTER AS
VICE PRESIDENT OF MARKETING**

Miami, FL – December 2021 – The Adrienne Arsht Center for the Performing Arts of Miami-Dade County ([@arshtcenter](https://www.arshtcenter.org)) is proud to announce that Dale Edwards has joined the Center as vice president of marketing. Edwards will be responsible for marketing and sales efforts for Arsht Center presentations, including Broadway, dance, theater and music. With the goal of enhancing the Center's connection with the Miami-Dade community, Edwards is also responsible for institutional marketing, branding and supporting the Center's education and community engagement initiatives.

A graduate of Ohio University and Brooklyn College's MFA in theatre management program, Dale Edwards spent the majority of his career in New York City working in performing arts marketing and advertising. He has worked with such diverse organizations as Alvin Ailey American Dance Theater, Disney Theatrical Productions, Manhattan Theatre Club, SpotCo Advertising and The Metropolitan Opera. Edwards moved into the world of academia as a founding faculty member of the arts administration program at the University of Connecticut, which includes an online graduation certificate and an in-residence MFA program. Most recently, he led the marketing and communications team at Houston Grand Opera. While there, he helped to navigate the organization through the aftermath of Hurricane Harvey and established HGO Digital, a streaming series launched during the pandemic.

"Dale brings to Miami an extraordinary track record in marketing a variety of performance styles that align with the Arsht Center's own wide-ranging presentations. Coupled with his interest in Miami's uniquely diverse makeup, his expertise will serve us well as we realize our strategic vision to create a vibrant cultural community that is globally impactful, locally connected and fearlessly creative," said Johann Zietsman, Arsht Center president and CEO.

"The transformative impact the Arsht Center has had on Miami over the past 15 years is inspiring. I am extremely proud to join the wonderful team who are committed to further integrating the arts into the lives of so many across South Florida. I look forward to getting to know the community and helping them to discover the gem that is the Arsht Center," remarked Edwards.

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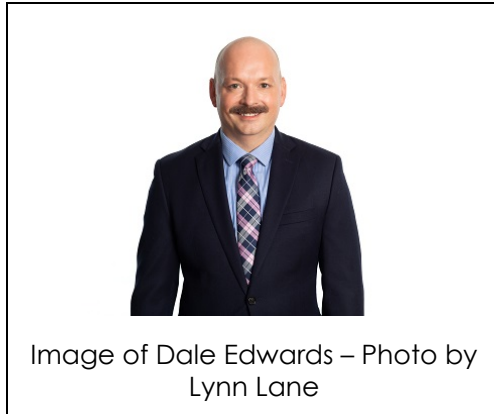


Image of Dale Edwards – Photo by
Lynn Lane

To download high-resolutions version of the photo above, click [here](#).

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The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is made possible by the public support of the Miami-Dade County Mayor and the Board of County Commissioners, the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Tourist Development Council and the City of Miami Omni Community Redevelopment Agency, as well as the Florida Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture. The Adrienne Arsht Center also receives generous support from individuals, corporations and local, state and national foundations.

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About Us

Set in the heart of downtown Miami, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County is committed to welcoming and connecting ALL people to the arts, to the Arsht Center and to each other. Our stages are alive year-round with artists from around the world, innovative programming from our resident companies and local arts partners, free community events that reflect Miami's unique identity and arts education experiences for thousands of Miami children each year.

Since opening in 2006, the Arsht Center, a 501C3 non-profit organization, has been recognized as a catalyst for billions of dollars in new development in the downtown area, a leader in programming that mirrors South Florida's diversity, a host venue for historic events and Miami's hub for arts education.

Each year, we serve more than 60,000 young learners and offer more than 100 culturally diverse and inclusive education programs — many enhanced by the Arsht Center's relationship with Miami-Dade County Public Schools, local teaching artists and Miami-based arts organizations.

The Arsht Center is also a home stage for three resident companies — Florida Grand Opera, Miami City Ballet and New World Symphony — and a launch pad for local artists to make their mark on the international stage. Our 300+ events each year include the Center's Signature Series of

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classical, jazz, Broadway, local theater and much more. We present a robust series of touring Broadway musicals direct from New York, the largest jazz series in South Florida, a major annual Flamenco Festival and an award-winning Miami-based theater program. In addition, our Family Fest, Free Gospel Sundays, CommuniTEA LGBTQ+ celebration and Heritage Fest are among dozens of free events that bring together people from all corners of our community. For more information, visit arshtcenter.org.