



Young
Audiences
Arts for
Learning
New Jersey &
Eastern
Pennsylvania

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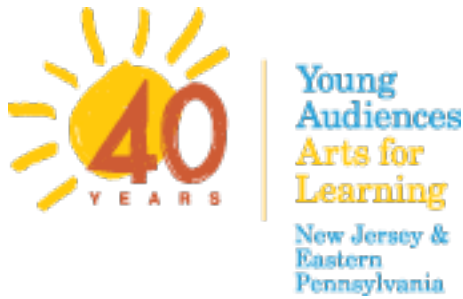
**Cultivating Ambassadors of the Arts
Young Audiences Welcomes Three Local Arts Supporters to Board**

PRINCETON, NJ; July 29, 2013 — Young Audiences New Jersey & Eastern Pennsylvania (YA) has named Luz Cárdenas Virilli, Robert Keck and Sharon White to its Board of Trustees. The three were welcomed to the 30-member board at its June annual board meeting.

"We are delighted that Luz Cárdenas Virilli, Robert Keck and Sharon White have accepted our invitation to join the Young Audiences New Jersey & Eastern Pennsylvania Board", said Laurence Capo, YA President & CEO. "Our trustees provide exceptional guidance and support to further our mission and to help realize our goal to provide quality arts experiences to every child in the region. There is no doubt that these three arts ambassadors will make a remarkable addition to the YA family."

Ms. Cárdenas who lives in Mount Laurel currently serves as the Chair of the United States Hispanic Advocacy Association (USHAA) and was awarded its prestigious "Golden Hammer Award" for outstanding leadership in 2009. Cárdenas is a founding partner in Cárdenas grant Communications, the only Hispanic & African American woman-owned strategic communications firm in the Delaware Valley. She specializes in marketing communications strategy, multicultural marketing, advertising, public and government relations and special event production. Her career spans 20 years of progressively responsible positions for international and Fortune 500 companies: she is the first and only Hispanic Director of Communications to serve in Philadelphia's City Hall history.

"So much incredible work has already been accomplished by YA but I hope to serve in manner that allows this wonderful organization to continue fulfilling its mission and business goals while using my marketing and public relations skills to reach more young audiences," shared Cárdenas. "The arts make a critical difference for children of all ages -- it is the door to self-discovery, uninhibited self-expression and creative innovation which in turn enhances other life skills."



Mr. Keck, who lives in Pennington, served on the Board of Trustees at the McCarter Theatre for the last nine years and most recently served as Treasurer and Chairman of the Finance Committee. He is the President, Chief Executive Officer and Chief Investment Officer of 6800 Capital, L.L.C. He has been affiliated with 6800 Capital in multiple strategic roles for almost twenty years and prior to that he held positions as co-founder and Principal of the Princeton Futures Group, a Principal of the Allonby Corporation, a registered commodity trading advisor and at Prudential-Bache Securities, Inc. Keck attended New York University and the American Conservatory of Music and Fine Arts in France.

“My desire to become involved in YA is due to the singleness of purpose of the organization and the fact that as a former classical musician, the organization fills a vital role in introducing all types of artistic endeavors to those who would never experience them,” expressed Keck. “I believe the arts can be a living changing experience and I plan to put whatever knowledge and ability I have to work for the benefit of the organization, to increase its financial support and to broaden its reach.”

Ms. White, a Princeton resident, is currently a committed volunteer and philanthropist and has served on several boards including the Princeton Adult School, Passage Theatre, Princeton ProMusica and most recently was a key member of the YA 40th Anniversary Dazzle Committee. White received a Bachelors Degree in Sociology from the University of Redlands in California and a MS Degree with a specialization in Mathematics Education from Bank Street College of Education in NYC. She has extensive experience in publishing and has been a contributing author for Math and Science texts for Macmillan/McGraw Hill and served on the Editorial Panel and as a contributing author for the National Council of Teachers of Mathematics’ *Teaching Children Mathematics*. White’s professional experience includes being a pre-K-4 math consultant and coordinator for The Little Red School House in NYC, Brooklyn Friends School, the Far Hills Country Day School, The Willow School and was a consultant for Scott Foresman Publishing.

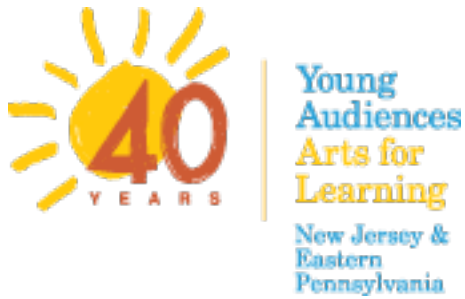
“I wanted to get involved because the arts, an essential part of education, are sometimes neglected in our educational climate. YA’s programs and services give thousands of children opportunities they might not otherwise have to experience, create and value music, dance, theatre, and visual arts,” said White. “The staff and volunteers of YA are passionate about this work and mission - I wanted to be part of this team!”

Richard Goldman, Young Audiences’ Board Chair shared, “Our new trustees have made considerable contributions to their local communities and by joining Young Audiences, they now have the opportunity to positively impact arts education on a state-wide level.”

PHOTO CAPTION #1 – New Young Audiences Board Member, Luz Cárdenas Virilli

PHOTO CAPTION #2 - New Young Audiences Board Member, Robert Keck

PHOTO CAPTION #3 - New Young Audiences Board Member, Sharon White



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About Young Audiences

Founded in 1973, Young Audiences New Jersey & Eastern Pennsylvania is the premiere arts-in-education resource in the region, providing high-quality performances and artist-in-residence programs to nearly 500,000 children pre-kindergarten through 12th grade annually. Young Audiences' extensive professional artist roster represents all art forms—from dance and theater to music, language and visual arts.

Young Audiences' programs are accessible to all socio-economic, ethnic, cultural, and geographic communities, and are designed to strengthen the arts in schools, meet local and state curriculum standards, involve families in arts activities, and enrich cultural life in New Jersey and Pennsylvania communities.

Young Audiences New Jersey & Pennsylvania is the first arts education organization designated as a major service organization by the New Jersey State Council on the Arts, and, as part of the national network of Young Audiences, Inc. was awarded the National Medal of Arts by President Clinton. Young Audiences provides over 4,000 programs annually and are made possible in part through a grant from the New Jersey State Council on the Arts/Department of State and Pennsylvania Council of the Arts. Additional funds come from the National Endowment for the Arts, foundations, corporations and generous individuals.

To learn more, visit www.yanj-yaep.org. To be “social” with us, join us on [Facebook](#) and [Twitter](#)