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## **Camp Broadway® Announces New Executive Lisa Poelle Named Chief Executive Officer**

New York, NY, July 28, 2008 — **CAMP BROADWAY®**, the award-winning theater arts event and education company, has named **Lisa Poelle** to the position of Chief Executive Officer to lead the company's national expansion. Ms. Poelle has a multi-faceted background in marketing, corporate communications, community affairs and musical theatre. Prior to joining Camp Broadway, she was the Director of Work/Life Effectiveness at Time Warner corporate headquarters in New York City. For fifteen years she was actively involved with the award-winning *Children's Musical Theater San Jose*, serving as Interim Managing Director, Board member, show coordinator, and parent volunteer. She is also an experienced business consultant and fundraiser for regional theatres.

"Lisa is the rare executive who possesses excellent corporate management skills needed to run a growing business that serves demanding entertainment industry leaders, as well as the artistic sensibility necessary to collaborate effectively with the highly creative artists who work with the company," says Camp Broadway Founder, Susan Lee. "In Lisa, Camp Broadway has a leader who can direct the expansion of its programming and services beyond Broadway and transform the company into a world-class entertainment brand."

"I am thrilled to be joining such an impressive company, one which has been inspiring young people to learn about and engage in the performing arts of Broadway for over a decade," says Ms. Poelle. "I look forward to supporting its existing programs and finding new opportunities to promote the Broadway inspired experience to families everywhere."

For more information on Camp Broadway, visit [www.CampBroadway.com](http://www.CampBroadway.com).

**CAMP BROADWAY**<sup>®</sup> provides life-long learning through theatre-related special events, youth activities and educational programming, and is the publisher of the study guide series, StageNotes<sup>®</sup>. The company links between Broadway's many theatrical productions, estates and libraries to families, schools and social organizations around the United States. In addition, it has produced the opening number for the Macy's 2005, 2006 and 2007 Annual Thanksgiving Parade and manages Adventure Theatre for Royal Caribbean Cruise Line onboard 23 ships around the world. Camp Broadway is the recipient of the 2002 Standing Ovation Award from the Educational Theatre Association.

**LISA POELLE** is an experienced leader and administrator with over 30 years in corporate management, marketing, community affairs and family education. In addition to her work at Time Warner and the Children's Musical Theatre San Jose, she owned and operated *Work & Family Focus*, providing consultation on family-supportive programs to corporations, working parents and non-profit organizations. Earlier in her career, she worked as a college professor and as a parent educator for a multi-disciplinary mental health agency. Other past experiences include leadership positions within government and politics. Ms. Poelle holds a Master's Degree in Human Development. Her two grown children, Travis and Tyler, started performing on stage at a very early age, and today they are both professional working actors.

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