

Arcadia Performing Arts Foundation Hosts Chinese Media Press Conference

Guest Speakers Included World Artists and Esteemed Directors, Maki Hsieh, Foundation Executive Director and Global Artist; David Lee, Foundation Vice President and Chair of the Community and Cultural Committee; and Jennifer Cheng, Executive Director of DIAVOLO and Representative of the Cheng Family Foundation

ARCADIA, CA – Sept. 7, 2017– Arcadia Performing Arts Foundation held its Chinese Media Press Conference on Thursday, September 6 at the Arcadia Performing Arts Center. The foundation’s Executive Director, Maki Hsieh, welcomed the media to the center and highlighted the new season of five featured events, four festivals (including the center’s first Chinese New Year Celebration), and three seasonal celebrations.

“As a cultural destination for Pasadena, Arcadia, and San Gabriel Valley’s Asian community, we felt it was important to invite members of the Chinese media and host an intimate season showcase,” said Maki Hsieh, Executive Director of the Arcadia Performing Arts Foundation. “To exemplify the level of artistry that we are bringing to the center, we invited Jennifer Cheng, Executive Director of DIAVOLO, to share her dance company’s success on *America’s Got Talent*.”

Cheng and Hsieh, two world artists and esteemed directors, were available for interviews during the conference luncheon, which included members of the press from *Sing Tao Newspapers Los Angeles*, *World Journal*, *Epoch Times*, *China Daily*, and *Taiwan Daily*.

Also in attendance to represent the area’s youth talent were Lesley Ma, President of Arcadia High School’s Chinese Booster Club, and Alice Lui-Tse, President of Foothills Middle School’s Chinese Booster Club. Theresa Cheng, President of APF Travel, helped spearhead the day with the support of foundation board members, including: David Lee, Vice President of the Foundation, and Chair of the Cultural and Community Outreach Committee; Christine Lee, Chair of the Corporate Leadership Committee; Sara Ho, Chair of the Hospitality Committee; and Jamie Lee, Hospitality Committee.

Arcadia Performing Arts Center is the premiere arts and entertainment venue in the Pasadena and San Gabriel Valley region. A state-of-the-art concert hall and black box theatre, the center is also a cultural destination and youth talent incubator. The professional 2017-18 season spans the genres of contemporary, modern dance, comedy, bluegrass / country, ethnic fusion, jazz, American theatre, opera, and more.

The season begins on Saturday, September 16, 2017 with the center’s Inaugural Gala featuring Chris Mann, who rose to fame as Christina Aguilera’s finalist on NBC’s *The Voice*; followed by DIAVOLO’s first post-NBC *America’s Got Talent* debut on Saturday, September 23rd. For tickets, visit www.arcadiapaf.org or call the box office at (626) 821-1781.

About the Arcadia Performing Arts Foundation

The Arcadia Performing Arts Foundation is a non-profit fundraising organization for the Arcadia Performing Arts Center and arts education in the Arcadia Unified School District. As a premiere arts and entertainment venue in Pasadena and San Gabriel Valley, the Arcadia Performing Arts Center is one of the busiest in the region and is proud to serve as a cultural destination and youth talent incubator that makes great art

accessible. Located adjacent to the prestigious Arcadia High School, the state-of-the-art destination venue features a 1,163-seat main hall, 125-seat black box theatre, and strengthens the school district's 66-year legacy of arts excellence. Former arts students include Stevie Nicks, Van Halen's Michael Anthony Sobolewski, NFL Hall of Famer and marching band member Bruce Matthews, and Emmy Award-winning producer of NBC's *The Voice* Barton Kimball. World-class artists such as Paul Anka, Herb Alpert, Four Tops, Daniel Ho and Steve Tyrell have uplifted the community with high-quality artistic programs, and provided unique opportunities for youth artists to participate in professional world-class performances. This season, each event raises financial support for the school district's integration of visual and performing arts education in all elementary schools.

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