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ONE REEL ANNOUNCES CHANGES IN EXECUTIVE MANAGEMENT

SEATTLE – One Reel, one of the Northwest’s oldest and most innovative non-profit arts and cultural organizations, announced changes at the top levels of executive management, as part of a strategic plan for expansion and invigoration.

One Reel is pleased to announce that **Toni Aspin** has joined the organization as Chief Executive Officer. A seasoned leader, Aspin brings executive experience in both the profit and not-for-profit sectors, having served in leadership capacities at Centrum, the Seattle Symphony, Richard Hugo House, and most recently as Executive Vice President and Chief Financial Officer at Core Business Bank. Aspin has been an engaged member of the arts and education community in the state for twenty years, serving as Vice Chair of the Board of Trustees of Peninsula College, Past President of the Washington State Arts Alliance and most currently on the Board of Directors for One Reel.

As CEO, Aspin will provide strategic and operational leadership for the \$20 million arts organization, and says of her new role: “I’m thrilled about this



opportunity, as it allows me to work with profoundly creative and capable individuals, holding a vision created nearly forty years ago and to facilitate a future with unlimited possibilities.”

Founder and President **Norm Langill** will be focusing on his role as Artistic Director for the entire organization. Langill, who founded One Reel in the early 1970s with a group of actors who toured the Northwest and performed out of a converted Model A truck, has produced virtually every project in the organization’s history, and has been directing and producing the hit theatrical production Teatro ZinZanni in Seattle and San Francisco. Langill shares, “Toni is a terrific addition to One Reel. I can’t be more pleased and more ready to explore new ideas.”

Additionally, former Chief Operating Officer **Sheila Hughes** is moving into a new role as Executive Director of New Business Development for the organization, including exploration of establishing Teatro ZinZanni in a new American market in 2010/2011.

About One Reel:

One Reel is a dynamic not-for-profit arts organization founded in 1972 by Norm Langill.

One Reel’s mission is to be a cultural driver in the Pacific Northwest and beyond, invigorating broad and diverse live audiences through imaginative and creative events of all disciplines in traditional and non-traditional venues. One Reel’s philosophy is to reach new audiences, make an impact, and have fun while doing it.



Known for large-scale public celebrations that contribute to the vitality of the Northwest urban arts scene, One Reel projects have included Bumbershoot: Seattle's Music & Arts Festival, Teatro ZinZanni, Family 4th at Lake Union, Summer Nights Concert Series, The Dreamliner Arts Festival, Goodwill Arts Festival, WOMAD and dozens of other memorable events. The organization is respected by its peers in the event and entertainment industry, and in 2008 received the Grand Pinnacle for Best Event (Bumbershoot) – the highest honor bestowed by the International Festivals and Events Association.

One Reel is currently at work on the 40th annual Bumbershoot: Seattle's Music & Arts Festival (September 4 – 6, 2010), a unique three-day regional festival that has grown to become a national destination event. One Reel is also in pursuit of a Presenting Sponsor for the Family 4th at Lake Union. One of the region's most beloved Independence Day celebrations for more than two decades, the Family 4th features a full day of free family fun at Seattle's Gas Works Park, followed by a world-class fireworks display in the natural amphitheatre of Lake Union.

Teatro ZinZanni is a zany pastiche of European cabaret, circus arts, music, comedy, theater, culinary arts, and spectacle, all woven into a three-hour experience. Teatro ZinZanni just marked a ten-year milestone, and has now entertained over one million arts-lovers and celebrants in its unique and intimate *spiegeltent* venues in Seattle and San Francisco.

Recently One Reel expanded its arts education profile with the development of The ZinZanni Institute of Circus Arts (ZICA), a unique year-round series of master classes for adults and workshops where kids develop self-esteem and confidence through skill building in circus arts and theater craft.



An industry leader in creative event development and management, One Reel also offers quality event services for-hire, providing programming, production, marketing, and sponsorship support to high-profile regional events.

For more information and print-ready photos, please contact:

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