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STAGEBRIDGE

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José Rivera to be New Executive Director of Stagebridge Senior Theatre

(Oakland, CA) Stagebridge, Oakland's preeminent theatre company of older adults, is pleased to announce that José Rivera will be its next Executive Director as of May 4, 2015.

Mr. Rivera is a versatile executive with over thirty years of successful experience leading both for-profit and nonprofit businesses at the local and national level. Most recently he was co-founder and executive director of Sparkative, a \$1.5 million nonprofit based in San Juan, Puerto Rico and Berkeley, CA that improves educational outcomes for at-risk students in Puerto Rican public schools. Mr. Rivera has a background in and passion for the arts, having co-produced a successful musical in Boston and Atlanta, and served as executive producer for an independent film. He is also a talented amateur pianist and screenwriter. He holds an MBA in Finance from Northeastern University, and speaks fluent Spanish. He lives in Albany, CA.

Board President Paul Ethier says, "We are delighted to welcome José to Stagebridge. His business knowledge, together with his passion for the arts and education, make him the ideal person to lead Stagebridge into a future which allows our organization and especially those we serve, to thrive."

Stagebridge is the nation's oldest and most renowned theatre company of older adults. The 36-year-old company's mission is to transform the lives of older adults and their communities through the performing arts. Its core programs include: the Performing Arts Training Institute for adults 50+; the Storybridge intergenerational literacy program in Title I elementary schools; and the Seniors Reaching Out program in which expert elder performers enrich the community through live performances, primarily for frail seniors.

"I am thrilled to be part of the Stagebridge family. It brings together many of my passions and it performs highly valuable work. I look forward to working with everyone to give it the success and the visibility it deserves," says Mr. Rivera.

Stagebridge, based in Oakland, California, is the nation's oldest and most renowned theatre company of older adults. Founded in 1978, the company's mission is to transform the lives of older adults and their communities through the performing arts. Stagebridge's award-winning Creative Aging programs offer older adults opportunities for lifelong learning and participation in the performing arts. Stagebridge offers professionally-taught classes for seniors in its **Performing Arts Training Institute**, as well as storytelling programs in Bay Area public schools in its **Storybridge** program. Through **Seniors Reaching Out** events, the company brings high-quality entertainment and hands-on creativity to community venues serving active and frail elders. Stagebridge also provides performance-based staff training to healthcare workers and senior services providers. Lastly, Stagebridge produces public storytelling performances and new theatrical works that showcase the rich and varied experiences of older adults to a multigenerational audience.

Stagebridge is the winner of the 2013 MetLife Creative Aging Award and the 2009 American Society on Aging MetLife MindAlert Award. The company's work has been featured on ABC-TV, CNN, National Public Radio, in The Huffington Post, the Washington Post, Modern Maturity, Oakland Magazine, Storytelling Magazine and at national and regional conferences.

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