



For Immediate Release
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MEDIA RELEASE

THEATRE CALGARY NAMES LINDSAY MCDONALD VICE PRESIDENT OF AUDIENCE SERVICES

(CALGARY, AB) - Calgary, AB...Theatre Calgary is pleased to announce the appointment of Lindsay McDonald as our new Vice President of Audience Development.

Lindsay joins to us from the Calgary Zoo, where she has been the Manager of Marketing since June of 2016. Recent accomplishments have included the opening of two world-class animal habitats - the Land of Lemurs and Panda Passage. Other recent successes have include the rollout of a redeveloped eCommerce platform and website with the integration of Tessitura across all channels. She also led a master brand refresh, the development of a zoo-wide digital strategy, and developed a variable pricing strategy that has led to record admissions sales, membership sales and revenue for the zoo.

Prior to the Calgary Zoo, Lindsay led digital and brand strategies for the head offices of Calgary Co-op and H&R Block Canada.

As VP of Audience Development, Ms. McDonald will oversee Theatre Calgary's Marketing, Sales, Data, Communications, and Learning & Engagement departments.

"We are absolutely thrilled to welcome Lindsay to our team," says Theatre Calgary's Executive Director, Jon Jackson. "Her accomplishments in leading new initiatives with the Calgary Zoo, along with her passion for the arts, are going to be so valuable to Theatre Calgary as we continue to grow both our audiences, and our programming. I look forward to the exciting and fresh ideas that Lindsay will bring to help connect us with more Calgarians."

Lindsay officially starts at Theatre Calgary today, January 21, 2019.

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For more information or interview requests please contact:
Christopher Loach, Director of Communications, Theatre Calgary
ph: 403-294-7440, ext.1309 cloach@theatrecalgary.com