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## **SUSAN FRAYSSE RUSS TO HEAD MARKETING AND COMMUNICATIONS AT BETHEL WOODS CENTER FOR THE ARTS**

*Experienced Leader in Corporate, Nonprofit and Membership Organizations Joins Executive Team*

**October 20, 2021 (BETHEL, NY)** – Susan Fraysse Russ has been appointed Senior Director of Marketing & Communications at Bethel Woods Center for the Arts, the 15,000-seat performing arts center, conservatory, and museum on the historic site of the 1969 Woodstock festival in Bethel, New York. With extensive marketing, communications, media, corporate and nonprofit experience, Russ will lead brand and event marketing efforts and work closely with all areas of the organization to develop, strategize, and communicate the mission-driven narrative and social impact of the organization.

“I am thrilled to welcome Susan to the team,” said CEO of Bethel Woods Eric Frances. “More than 250,000 visitors come to Bethel Woods each year to experience concerts, arts education programs, and the social, political and cultural events of the 1960s. Susan is a long-time member and supporter, and has been a strong advocate for the work we do. I am confident she will help us further our mission and succeed in growing Bethel Woods’ outreach by engaging and mobilizing even wider audiences.”

Russ served as Senior Vice President of Marketing & Communications for MPA – The Association of Magazine Media where she led communications, marketing, sales, membership, and research teams for the magazine media industry’s nonprofit trade association. Prior to that, she was Vice President of Communications for the Reader’s Digest Association, now Trusted Media Brands, where she also served as Executive Director of the Reader’s Digest Foundation. Russ most recently served as strategic communications consultant at Fandom, Inc., the world’s largest fan platform, and currently serves on the Board of Trustees for the Hudson River Museum in Yonkers, NY.

“It is a dream come true to be working at Bethel Woods,” said Russ. “This is the perfect opportunity for me to combine my professional expertise with my personal passion for music, the arts, and education. It’s a privilege to be working with Eric and the team and I look forward to spreading the Bethel Woods magic far and wide.”

### **About Bethel Woods Center for the Arts**

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-

acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit [www.BethelWoodsCenter.org](http://www.BethelWoodsCenter.org).

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