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## **ONE REEL ANNOUNCES NEW FESTIVALS DIVISION EXECUTIVE DIRECTOR**

SEATTLE – Toni Aspin, CEO of One Reel, one of the Northwest’s largest and most innovative non-profit arts and cultural organizations, announced today that **Michele Scoleri** will transition out of her roles as Executive Director and Artistic Director for the organization’s Festivals Division.

Aspin also announced One Reel’s current Director of Production, **Jon Stone**, will succeed Scoleri as Executive Director, effective February 1, 2010. Scoleri will stay on as a part-time consultant for the transitional year.

“As an 18 year-veteran of One Reel, Jon Stone is a seasoned leader within the organization and a natural fit as Michele's successor,” Aspin said. “I am absolutely confident in Jon’s ability to lead this Division with vision and focus.”

Stone has worked in a variety of roles for One Reel since 1992, including key leadership positions at Bumbershoot, Teatro ZinZanni and the Summer Nights

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concert series. He has been directing all event operations for One Reel since 2004 and has played a role in the development of event business models. He currently serves on the board of directors for the Washington Festivals and Events Association and is a business advisor to the Rat City Roller Girls.

“I am extremely passionate about the creative events and arts experiences that One Reel contributes to our community,” Stone said. “I look forward to leading the highly talented people that make up our team, and continuing that tradition of producing ground-breaking, memorable public events.”

“Jon Stone and the staff will do an excellent job finding new talent for the team and continue taking the projects forward and up,” Scoleri said.

Michele Scoleri started at One Reel in 2000, where she has served in a variety of roles, including Summer Nights Producer, Artistic Director for Festivals & Events since 2003, and Executive Director – Festivals Division since 2007.

“It would have been all too easy for me to stay in my position forever due to the incredible projects and first rate team,” Scoleri said, “but as I reached the 10 year mark at the organization, I had to make a change for my own personal and professional development.”

“While I have had the opportunity to work with Michele for only two short months, I became immediately aware of her extraordinary leadership capabilities. It is because of these skills that her team is well equipped to navigate this transition with grace,” said CEO Toni Aspin. “We will miss Michele and we thank her for her remarkable contributions to One Reel.”

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## **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. In 2008 One Reel received the Grand Pinnacle for Best Event (Bumbershoot) – the highest honor bestowed by the International Festivals and Events Association.

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