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FOR IMMEDIATE RELEASE

Baltimore Center Stage Announces New Director of Brand Marketing

Baltimore, MD, April 19, 2021---- Baltimore Center Stage is excited to announce the addition of Charisse Nichols to its leadership team as the new Director of Brand Marketing.

"I'm beyond excited to welcome Charisse back to Baltimore Center Stage in this role. Each conversation I've had with her has revealed more and more of just how committed Charisse is to this city and to this art form," said **Artistic Director Stephanie Ybarra**. "The idea that she is back under the BCS roof, bringing all of that passion and brilliance to bear, is such a bright light for me and for this organization. "

In her role, Nichols will be responsible for setting and achieving marketing and communications goals in support of Baltimore Center Stage's stretching and exciting mission. Nichols previously worked at the theater from 1999 to 2012. She is rejoining Baltimore Center Stage after most recently working as General Manager of Bar Vazquez in Harbor East, where she led the staff and managed operations.

"Baltimore's strong and unbreakable legacy with the arts is a large part of this city's fiber," said **Charisse Nichols**. "I'm beyond excited and humbled to enter this time of inevitable cultural renaissance with Baltimore Center Stage. There is nowhere else I'd rather be."

Nichols assumed her duties in April. A full biography is included herein. For interview requests, more information and other media related inquiries, please contact the Communications office. For general information, visit www.centerstage.org or call the box office at 410.332.0033.



Charisse Nichols is the new Director of Brand Marketing at Baltimore Center Stage. She grew up in Maryland, and is a graduate of University of Maryland Eastern Shore, where she studied English. Charisse spent over a decade at Baltimore Center Stage as Director of Promotions, where she brought enormous imagination and creativity to the process of marketing theater. She has served as Private Dining Director and Promotions Manager for several Foreman Wolf restaurants including Charleston, Cinghiale, PAZO, Petit Louis Bistro on the Lake, and Johnny's. Most recently, Charisse worked as General Manager of Bar Vasquez.

About Baltimore Center Stage

Designated the State Theater of Maryland in 1978, Baltimore Center Stage provides the highest quality theater and programming for all members of our communities, including youth and families, under the leadership of Artistic Director Stephanie Ybarra and Managing Director Michael Ross. Baltimore Center Stage ignites conversations and imaginations by producing an eclectic season of professional productions across two mainstages and an intimate 99-seat theater, through engaging community programs, and with inspiring education programs. Everything we do at Center Stage is led by our core values—chief among them being Access For All. Our mission is heavily rooted in providing active and open accessibility for everyone, regardless of any and all barriers, to our Mainstage performances, education initiatives, and community programming.

