



PASADENA
SHOWCASE
HOUSE
for the Arts

FOR IMMEDIATE RELEASE

CONTACT:

Rebecca Mikkelsen, Public Relations & Marketing Chair
626.660.5231 PR@pasadenashowcase.org

**PASADENA SHOWCASE HOUSE FOR THE ARTS
BENEFIT CHAIR – DANA MAREVICH**

PASADENA, CA-- Pasadena Showcase House for the Arts (PSHA), named Dana Marevich as Benefit Chair for the 2017 Pasadena Showcase House of Design. In her role, Dana will oversee the logistics of the 53rd Pasadena Showcase House of Design, ensuring that all aspects of this fundraising project come together to provide guests with an enchanting experience.

“I have always wanted to be involved with Pasadena Showcase House for the Arts,” explains Dana, “and am delighted to experience the many challenges, rewards and friendships that will come my way as our organization continues its long-standing support of music and all the arts.”

Dana has been a member of PSHA since 2003. Previously, she was a volunteer for the San Marino PTAs, serving as president four times. She was very active in Grad Night for many years and chaired the event in 2002. Painting sets for Grad Night and the numerous theatrical productions triggered an enjoyment of painting. She took up watercolor painting and has studied under Eva Margueriette for quite some time. For 20 years, Dana worked at Bullock's Pasadena as Publicity and Fashion Director, where she produced countless events from Breakfast with Santa and Lalique Crystal personal appearances to designer fashion shows.



The success of the Pasadena Showcase House of Design has enabled PSHA to make cumulative donations of more than \$20 million in support of music and the arts. Proceeds from the Showcase House support PSHA's four programs:

- Through its Gifts and Grants initiative, PSHA has underwritten concerts, choral productions, music theater opera, jazz quartets, marching bands and orchestras at local schools, senior centers, and for many other non-profit organizations.
- The Pasadena Showcase House Music Mobile™ is an award-winning, hands-on program that is presented each year to approximately 2,000 third grade students throughout the San Gabriel Valley.
- The Pasadena Showcase House Youth Concert is a free concert designed to weave musical concepts into an appealing program that is presented at Walt Disney Concert Hall by the Los Angeles Philharmonic for more than 4,000 fourth grade students annually.

- At the Pasadena Showcase House Instrumental Competition, exceptionally talented musicians, aged 16-24, compete for monetary prizes for further their musical education.

The 2017 Pasadena Showcase House for the Arts will be open from April 23 to May 21, 2017. Tickets go on sale February 1, 2017. Golden Tickets are on sale now. To purchase tickets or for more information about PSHA, visit www.pasadenashowcase.org.

About Pasadena Showcase House for the Arts

Pasadena Showcase House for the Arts (PSHA) supports local music education with one of the nation's oldest and most successful house and garden tours. Through broad community support over the past 52 years of its annual Pasadena Showcase House of Design, PSHA has donated more than \$20 million to community music education programs. The all-volunteer, non-profit organization was founded in 1948. To learn more about the five PSHA-funded programs, the Designer Showcase House or apply for a grant, visit www.pasadenashowcase.org.