



For Immediate Release  
Center for the Arts in Crested Butte  
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## **Center for the Arts Hires Murfee as Marketing Director**

The Center for the Arts Crested Butte has recently hired Molly Murfee to fill the role of a part-time Marketing Director. The Center for the Arts serves as a dynamic home for arts and culture in the East River Valley in its pursuit of engaging opportunities and educational experiences for the enrichment and expansion of life in the community.

Murfee's marketing skills stem from her seven year professional freelance and copy writing career. Working with numerous local and national clients, she helped large and small businesses and non-profit organizations craft websites, brochures, press releases, newsletters, press kits, grant applications and fundraising campaigns. As the primary feature and profile writer for *The Weekly* for seven years, serving as the entertainment publication's Editor for the 2009-2010 winter season, she brings with her an intimate knowledge of the workings of the local media, as well as national writing standards, and a publication list of over 500 articles.

Also serving as the Executive Director of 1% for Open Space for the past six years, Murfee is fluent in program development and growth. She will utilize these skills to educate the community as the Center moves forward with its facility expansion. Murfee will also promote the Center events which strive to foster creativity, innovation, diversity and spontaneity, and to spread the Center's message of accessibility and inclusiveness. Murfee will continue her work with 1% as well.

"I have helped the Center with their writing projects for years," states Murfee, "And so they hold a special place in my heart. This position will allow me to sink my teeth in a little deeper to exposing the incredible opportunities the Center has to offer. I believe that when times are tough, it is absolutely essential to have an outlet that allows us to be inspired, to find hope and relief, to broaden our minds, and to tap into our creative selves and see the possibilities. I am proud to help the Center forward its mission of just such lofty aspirations."

"We are thrilled to have Molly on board as our Marketing Director. Her professional experience is a perfect fit for our organization, stated Jenny Birnie, Executive Director.