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**Phillip Matthews is TRG's New
Senior Consultant for Community Programs**

COLORADO SPRINGS, CO (October 19, 2009) -- Phillip Matthews , nationally recognized for his work in audience and community development initiatives, has joined the TRG Arts staff team as Senior Consultant, effective today.

Working from TRG's office in New York City, Phil will be responsible for building, managing, and developing the firm's relationships with arts and culture communities and service organizations nationwide. TRG is America's largest provider of community database services and Phil will lead the team that serves all TRG cooperatives, including those in Philadelphia, Houston, Denver, and Los Angeles as well as those currently under development in Chicago and Seattle. Phil also will be the firm's lead strategist for business and research development among TRG's community partners.

Phil comes to TRG from Theatre Communications Group (TCG) where he served as Director of Audience Programs for the national service organization of America's not-for-profit theaters. He managed TCG's audience development initiative, *Free Night of Theater*, from its inception in three cities in 2005 to its expansion nationwide through 2009. This year, more than 700 theaters in 120 cities from coast to coast offered more than 65,000 free tickets as a strategic introduction to 1,850 performances.

Prior to his tenure with TCG, Phil served as director of marketing for Circle Repertory Company in New York, and as marketing manager for the Tony Award-winning Broadway productions of *Angels in America, Part One: Millennium Approaches* and *Part Two: Perestroika*.

Phil's 15 years of not-for-profit senior management experience includes positions as executive director with such organizations as People with AIDS Coalition of New York, Test Positive Aware Network in Chicago, Miami Gay & Lesbian Film Festival and In the Life Media in New York.

He holds a Bachelor of Science degree in communications from the State University of New York College at Fredonia.