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**ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA
HIRES EILEEN CUNNIFFE TO LEAD
BUSINESS VOLUNTEERS FOR THE ARTS**

PHILADELPHIA, PA – March 26, 2007 – The **Arts & Business Council of Greater Philadelphia** announced today that **Eileen Cunniffe** has joined the Council's staff as **Director** of the **Business Volunteers for the Arts®** program.

Cunniffe brings extensive experience in corporate public affairs and organizational communications to her new role. Previously, Cunniffe worked at AstraZeneca and its predecessor companies for 18 years, most recently managing the company's arts and culture contributions and sponsorships in the Greater Philadelphia Region as director of corporate and community affairs.

"We are delighted to have Eileen on our team and leading the Council's Business Volunteers for the Arts (BVA) program," said Karen B. Davis, President & CEO of the Arts & Business Council. "Eileen has considerable experience in the business world as well as an impressive record as a volunteer in the arts community—an ideal background for BVA, which places business professionals as volunteer consultants with arts and cultural organizations.

Cunniffe will be responsible for all aspects of Business Volunteers for the Arts, including recruitment and training of business professionals, working with arts and culture organizations to define the scope of consulting projects, placing volunteers with organizations and serving as a resource to the arts managers and volunteers as each project evolves.

Cunniffe completed the Council's Business on Board® training program in 2001 and has since served on the policy board of WXPB 88.5 fm and the advisory board of West Chester University's Visiting Artist Series. In 2002 she joined the Project Discovery Advisory Board at People's Light & Theatre Company, and later chaired this board for two years. Prior to joining the Council, she was interim director of development for the theater. Cunniffe also has volunteered with First Person Arts, ArtReach and Bryn Mawr Film Institute.

Cunniffe earned bachelors degrees in English and Honors from Villanova University and a master's degree in Organizational Dynamics from the University of Pennsylvania. She lives in Havertown.

About *Business Volunteers for the Arts®*

Since 1981, the Arts & Business Council of Greater Philadelphia has placed more than 500 business professionals with arts and cultural organizations through Business Volunteers for the Arts (BVA). BVA strengthens the management of arts and cultural organizations by placing mid- to senior-level business

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leaders as volunteer management consultants on administrative and operational issues. BVA projects typically last 3 to 12 months, during which time the business professionals enhance their own skills through experiential, professional development in fields such as strategic or business planning, marketing, public relations, accounting/financial management, human resources and event planning. For more information on BVA, contact Eileen Cunniffe at ecunniffe@artsandbusinessphila.org or 215.790.3621.

About the Arts & Business Council of Greater Philadelphia

The Arts & Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council of Americans for the Arts, is the region's only nonprofit organization dedicated to cultivating mutually beneficial relationships between business and the arts and cultural institutions located in southeastern Pennsylvania, southern New Jersey, and northern Delaware. Since its inception in 1981, the Arts & Business Council has partnered with the business sector to generate more than \$24 million in contributed goods and services for the region's arts and cultural institutions and has trained and placed more than 2,000 business professionals in a variety of leadership roles within arts organizations. For more information, visit www.artsandbusinessphila.org or call 215.790.3620.

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