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For Immediate Release

Muckenthaler Cultural Center Announces New Chief Executive Officer

FULLERTON, Calif. – The Muckenthaler Cultural Center Board of Trustees is pleased to announce the appointment of Farrell Hirsch as Chief Executive Officer effective immediately. The Board's action comes with the fullest confidence that Hirsch will be an excellent steward of the Muckenthaler's mission and a leader and advocate for the cultural arts in Orange County.

Farrell Hirsch comes to the Muckenthaler with a vast range of experience in the arts, in media, and in management. Since 2002, Hirsch has been in charge of programming, production, and operations for stations he has created on SiriusXM Satellite Radio. Serving as Vice President, General Manager, or Head of Production for brands such as Playboy, Entertainment Weekly, OUTQ (America's only LGBT station) Indie, and consulted with several others including The ACLU, Catholic Health LLC, World Star Hip Hop in both English and Spanish.

Before that he spent seven years with the Theatre LA Ovation Awards, Los Angeles' only peer judged theatre awards show and their answer to the TONYS. That included two years as Executive Producer. Hirsch booked the venue (Shubert and Ahmanson theatres) and also booked all hosts and presenters including Steve Martin, Carol Burnett, Kevin Spacey, Nathan Lane, Neil Patrick Harris, Sir Ian MacKellen, Debbie Allen, Beau Bridges, and John Ritter among others.

Overlapping with the Ovation Awards years, Hirsch was a playwright and theatrical producer for more than 150 productions. Plays he wrote performed everywhere from The National Theatres of Sweden and South Africa, to Lincoln Center in NY, to La Mirada. His award-winning career as a producer ended on the high note of the first national tour of a musical based on the life of legendary Notre Dame football coach Knute Rocke. Hirsch also wrote the libretto for the show which had music and lyrics by Tony nominee Larry OKeefe (*Legally Blonde*) and starred David Anders (NBC's *Heroes*). Hirsch's first book is due to be released by Riverdale Press later in 2017 and he has a TV pilot that is currently optioned by the people who created "Cake Wars" for Food TV.

Hirsch's eclectic career also includes three years working with the coaching staff of the NHL's Anaheim Ducks, designing websites for religious organizations, writing a column for The Fourth Period magazine, blogging for a CBS-related site, being President of the local school board, sitting six years on the Board of Governors for TheatreLA, board positions with both Playwrights in Exile and Words Across Cultures, and charity work for the Kidney Foundation and Curefinders (Cystic Fibrosis).

Hirsch says of his new position, "I see my time here as phase three for The Muck. Muck 3.0. The Muck's DNA is rooted in the fine arts, and the architecture of the building. We can never abandon our history. For the past ten years my predecessor worked at opening the Muck's heart, and now we run essential programs for a host of underserved constituencies across the region; a camp for kids on the spectrum, arts training at a homeless shelter, STEAM learning in Anaheim schools, and we serve new immigrants, the incarcerated, and others. What's next? I plan on expanding the definition of art, and broadening the base of who we serve within our mission."

Board President, Chris Barnhill adds, "We are thrilled to welcome Farrell to the Muckenthaler! His background in radio and the theatrical arts will strengthen and support the ongoing programming and education services we provide in our community and throughout Southern California."

The Muck commits to the mission of providing the community with experiences that stimulate creativity and imagination and conserving the heritage of the Muckenthaler Estate. Commissioned at an original cost of \$35,000, the Muckenthaler home was built by Walter and Adella Muckenthaler in 1924 atop a hill in Fullerton. The 18-room, 8.5-acres mansion was donated to the city in 1965 by Harold Muckenthaler, who wished to see his childhood home used as a cultural center for the public.

In 1999, the Muckenthaler received designation by the National Register of Historic Places. In its 51st year, the Muck produces more than 60 performances, gallery exhibits, festivals and special events; and more than 6,000 hours of arts education classes at the Muck and in 42 outreach sites serving more than 43,000 people every year.

We also host more than 75 weddings and corporate events. Our awards and accolades include the 2009 Fullerton Chamber of Commerce Quality of Life award for best non-profit organization in the city, the 2010 Arts Program of the Year award from Arts Orange County, and past reader's poll awards from *OC Parenting* for Best Historic Site. We are also an *OC Register's* finalist for Best Museum, the 2012 winner for *Orange Coast Magazine's* Most Eclectic Venue, the 2013 winner for *Orange Coast Magazine's* Best Arts Education, 2014 winner for *OC Register's* Best Art Gallery, and 2016 Superintendent's Award for Excellence in Museum Education for STEAM Programs.

The Muckenthaler Cultural Center Foundation, the Muck, is located at 1201 West Malvern Avenue, Fullerton California 92833. For more information about this or other events at the Muck, please visit www.TheMuck.org
