

CHOOSE CREATIVITY

POWERED BY THE LULU & LEO FUND

Media Contact:

Sheena Pegarido, LINK Strategic Partners
spegarido@linksp.com; 202-559-4431

LORI SHERMAN APPOINTED EXECUTIVE DIRECTOR OF THE LULU & LEO FUND

Seasoned non-profit professional with deep experience in fundraising and program development will provide leadership and oversight of the Fund and its flagship initiative, Choose Creativity

NEW YORK (October 18, 2017) — The Lulu & Leo Fund is pleased to announce Lori Sherman as its new executive director. Ms. Sherman will be the strategic and operational leader of the Fund, with responsibility for executing a strategic plan, spearheading the Fund’s growth, honing brand strategy, and leading development and communications efforts. She will oversee implementation and expansion of the Choose Creativity curriculum within schools, out-of-school-time networks, and other local, regional and national organizations. She starts October 30.

“The Krim family founded the Lulu & Leo Fund to help people discover creative confidence and develop the awareness to see possibility in every moment,” Sherman said. “I am honored to join the Fund and bolster its efforts to help children and families build resiliency and develop the creative skills that will guide them throughout their lives.”

Ms. Sherman has been involved in the arts and education world throughout her career, as a student, dancer, educator and arts administrator. She comes to the Fund from The Center for Arts Education (CAE) in New York City. Most recently, she served as CAE’s deputy director, where her work advanced the Center’s mission in support of equity and access to a quality education that includes opportunities to learn in and through the arts. Previously, she was the Center’s director of development, leading critical fundraising efforts to support and grow the programs and operations of CAE.

“We and the rest of the board are delighted that Lori is joining the Fund. Her immense experience in and passion for creative education will be a powerful force in achieving the Fund’s mission,” said Kevin Krim, who co-founded the Fund with his wife Marina in memory of their children. “Our Choose Creativity curriculum has grown to impact four times as many students this fall, compared to just this past spring. With Lori at the helm, we are poised to continue our growth and connect with thousands more educators, students and families from across the country.”

“Lori is passionate about the Fund’s mission and Choose Creativity’s curriculum,” said Marina Krim, co-founder and board member of the Fund. “Her enthusiasm for our vision will undoubtedly help us reach more people – young and old – and empower them to engage with the principles of creativity, building a strong foundation for social and emotional well-being.”

Ms. Sherman has a robust background in helping non-profit organizations thrive and grow, having led the WPA Theatre, and worked for and consulted with organizations such as Orpheus Chamber Orchestra; Eos Orchestra; the Museum of the History of the Polish Jews, North American Council; A.R.T/New York; and the Joyce Theater Foundation. Ms. Sherman is also the treasurer and a board member of More Art. She received a master’s in arts administration from New York University and a bachelor of science in dance performance and therapy from the University of Wisconsin, Madison. She resides in New York City.

###

CHOOSE CREATIVITY

POWERED BY THE LULU & LEO FUND

Choose Creativity is a curriculum-based initiative centered on 10 Principles of Creativity that provide a vocabulary for building resilience and creative confidence in children's lives. The Lulu & Leo Fund works with schools and community organizations in New York and around the country to bring the Choose Creativity curriculum to children and families in often underserved communities. By completing challenges around each of the 10 Principles, children develop critical creative skills that will serve them for the rest of their lives and inspire them to take positive action to affect their world.

Choose Creativity is powered by the Lulu & Leo Fund and has grown into an inspirational movement impacting children across the country. To learn more, visit www.choosecreativity.org.

Founded in 2012, the Lulu & Leo Fund is an IRS-approved 501(c)(3) non-profit organization based in New York City.