

HSA Welcomes New Director of Development and External Affairs - Solonje Burnett-Loucas

New York, NY, June 13, 2011-- The Harlem School of the Arts' (HSA) is pleased to announce the appointment of its Director of Development and External Affairs, Ms. Solonje Burnett-Loucas. Within her new role, Ms. Burnett-Loucas will focus on expanding HSA's fundraising initiatives by creating a robust, innovative fundraising strategy that will serve the legendary arts institution well into the 21st century.

After an extensive search, I am excited to announce that Solonje Burnett-Loucas is joining the Harlem School of the Arts as its Director of Development and External Affairs," says HSA's Board Chairman, Charles J. Hamilton, Jr. Esq. "At this important moment in the School's remarkable history, Ms. Burnett-Loucas brings to HSA impressive skills and background in fundraising and partnership management. I believe her talent, creativity and vision will add to the impressive leadership that is heading HSA to a new heights. I am certain her efforts to help ensure the School's financial sustainability and future endowment will be rewarded by the growing achievements of our School's gifted children."

Yvette L. Campbell, President & CEO says "Ms. Burnett-Loucas' comprehensive background includes implementing successful annual giving programs, managing a portfolio of major gift prospects, grant writing, event planning, and securing corporate sponsorships; and spans a variety of non-profit areas including social service, health, inner city economic development, and education-focused organizations. This is one of the key hires and integral to our reinvigoration of the School. She will be an invaluable asset to HSA's new management team."

Ms Burnett-Loucas shares "I am honored and enthusiastic to be a part of an organization whose mission I am committed to supporting. I am a true believer and advocate of the preservation of the arts, especially for those with limited access. As a classical trained singer the value of an arts education was instilled early in childhood. I am thrilled to utilize my skills in development while contributing to the success and growth of an amazing arts organization."

About Ms. Burnett-Loucas

Before joining HSA, Ms. Burnett-Loucas served as the Director of Special Events at CancerCare where she oversaw all national and Long Island regional fundraising events, third party fundraisers, and special development assignments. During her time she raised nearly \$2 million annually and revamped the special events program through cultivation of those within the CancerCare family while instituting a strategic plan to increase brand awareness. Ms. Burnett-Loucas also implemented the first charity partnership event which in its second year tripled the prior year's achievements.

Prior to her tenure at CancerCare, Ms. Burnett-Loucas worked in a variety of positions for non-profits in New York and Boston including Director of Development & External Affairs at Maria Libraries, Special Events Manager at the Gay, Lesbian, and Straight Education Network (GLSEN), the Initiative for a Competitive Inner City (ICIC) and within the Annual Giving department at Wellesley College. In these roles, she educated volunteers about segment fundraising and the importance of philanthropy. She also engaged corporate executives in giving and sponsorship, initiated an annual fund from inception, managed a phone-a-thon program and developed government grants.

Ms. Burnett-Loucas received her B.A. in Psychology and Africana Studies from Wellesley College and a M.A. in Broadcast Journalism from Emerson College.

About The Harlem School of the Arts

For nearly a half-century, the Harlem School of the Arts (HSA) has transformed the lives of tens of thousands of young people ages 4-18 through world-class training in the arts. HSA stands unique among community arts institutions in New York City, as the sole provider of arts education in 4 disciplines (music, dance, theater and visual arts) under one roof-our award-winning 37,000 square foot facility.

HSA's mission empowers young people mainly from under-served communities in Harlem to find and develop the artist and citizen within themselves. Our environment teaches discipline, stimulates creativity, builds self-confidence and adds a dimension of beauty to our students' lives. HSA boasts an impressive alumni base of Tony-award winning actors, celebrated operatic voices and jazz musicians, visual artists and dancers, and individuals who cite HSA as the platform from which they launched careers in law, business and other professional fields. The School's reputation for artistic rigor and excellence attracts constituents from all five New York City boroughs, Westchester County and New Jersey. We are especially proud to be among the pioneering cultural institutions that have been instrumental in the re-birth of Harlem.

For more information contact Melody Gross, PR & Marketing Manager at mgross@hsanyc.org or 212.926.4100 ext. 334.

The Harlem School of the Arts. www.hsanyc.org. 645 Saint Nicholas Avenue New York, NY 10030. 212.926.4100