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Valley Youth Theatre Hires New Director of Development

PHOENIX, Ariz. -- Valley Youth Theatre announced today the appointment of Seth Sulka as the non-profit's new Director of Development. Sulka, a life-long (?) resident of Arizona brings extensive Valley connections to the position, having served over 18 years in the Valley's sports marketing and management fields.

Sulka oversaw the creation, organization and management of the Phoenix Mercury from its inception in 1996 until 2006. Prior to that, he was Vice President of Operations for Phoenix Arena Sports, which included the Arizona Rattlers, the Phoenix Sandsharks, the Phoenix Smash and various tennis, boxing and NHL exhibitions. His sports career started with Jerry Colangelo and the Phoenix Suns in 1990, where he worked in media relations before moving to operations.

"You might say that bringing Seth on board is a 'slam dunk' for Valley Youth Theatre", says Bobb Cooper, Producing Artistic Director. "Seth has been affiliated informally with Valley Youth Theatre over the years and now with him as Director of Development, we will benefit from his professional expertise in community relations and fiscal management skills."

Sulka has a BA in Journalism with an emphasis in Public Relations and a minor in Physical Education from ASU. He has been affiliated with the USA Basketball Committee, Phoenix Mercury Charities, Grand Canyon State Games, ST. HOPE, Upward Foundation, Phoenix Women's Sports Foundation, Valley Youth Theatre and other non-profits over the years. He and his wife Carla have four children and reside in Phoenix.

About Valley Youth Theatre

Valley Youth Theatre is a non-profit organization that targets young people age 7 – 19 for participation in and attendance at quality live theatre productions. VYT's mission is to inspire young people to be the best that they can be by providing them with lifelong lessons through a wide range of performing arts opportunities. VYT is an award-winning theatre company whose Alum include American Idol, Jordin Sparks and Broadway Star, Max Crumm. Valley Youth Theatre is supported in part by the Arizona Commission on the Arts with funding from the State of Arizona and the National Endowment for the Arts. Partial funding also is provided by the Phoenix Arts Commission through appropriations from the Phoenix City Council.

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