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Lyric Opera of Chicago names Laura Freveletti new Director of Corporate, Foundation and Government Support

William Mason, general director of Lyric Opera of Chicago, is pleased to announce that **Laura Freveletti** has been named the new director of corporate, foundation and government support for the world-renowned opera company. She began Monday, January 14. Freveletti replaces Lisa Bury, who left Lyric in late 2007. Freveletti reports to **Mary L. Selander**, director of development.

Since 2002 Freveletti has been associated with Kraft Foods as senior manager, corporate community involvement and senior manager, corporate communications. She worked to develop and implement strategic global initiative to advance the company's corporate responsibility through innovative philanthropic civic engagement and employee involvement programs, which included forging strategic relationships with several major cultural organizations based in Chicago and throughout North America.

Previously, Freveletti served as vice president, corporate marketing, for Jones Lang LaSalle of Chicago (2000-01), where she was responsible for management and implementation of public and media relations programs and communications strategies for the company, which managed \$44 billion of assets internationally.

Between 1992 and 2000, Freveletti was executive director of Chicago Title & Trust Foundation, where she was responsible for the design, creation, and implementation of strategy to advance the company's commitment to responsible corporate citizenry. Over the same period, Freveletti also worked at Chicago Title & Trust Company/Alleghany Asset Management as vice president, shareholder marking and communications (1996-2000) and manager, retirement marketing communications (1992-96).

Freveletti's first job in Chicago was as marketing manager for Royal LePage Commercial Real Estate (1989-92). Her previous position was as director of public relations for the Kentucky Art & Craft Foundation in Louisville (1984-89).

Freveletti earned her bachelor of science in business administration and marketing from the University of Louisville in 1989. She also holds a certificate in corporate community involvement from the Carrol School of Management at Boston College (2007). Additional studies there

include work at the Center for Corporate Citizenship in building employee volunteer programs, enhancing strategic philanthropy programs, and corporate citizenship.

“We are very pleased to have Laura Freveletti join the Lyric team,” says Selander. “Her experience in the corporate world will be a tremendous asset to us as we create new partnerships with corporations and foundations that are currently not involved in our very exciting productions and programs. Lyric Opera is one of the best performing arts institutions in the world today. We have many opportunities each season to partner with corporations – there is always room for growth in that arena.”

Says Freveletti, “Throughout my career, I’ve worked for corporations that have robust and thoughtful community involvement programs. I’ve purposely sought out world-class organizations – Kraft Foods and now Lyric Opera – whose staffs believe in the importance of the arts, and promote and enhance the arts to make society better for everyone. I’m thrilled to have the opportunity to transition my knowledge of the corporate world’s grant making and social responsibility goals to serve the mission of Lyric Opera of Chicago.”

Laura Freveletti, 47, is a native of Lima, Ohio. She lives in the northwestern suburb of Inverness (near Barrington) with her husband Joseph, a director of program management with IBM, her stepson Mike, 18, and daughter Anna, 7.

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