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**RACHEL LEFEVRE-SNEE JOINS CHICAGO CHILDREN'S CHOIR
AS CHIEF OPERATING OFFICER**

LeFevre-Snee Brings Experience from Shedd Aquarium & NYC Theatre Community

CHICAGO – Chicago Children's Choir (CCC) today announced Rachel LeFevre-Snee as the organization's Chief Operating Officer, overseeing administrative operations for the nation's preeminent youth choral organization. Chicago Children's Choir serves 5,200 students across the city of Chicago through 92 school programs and 11 Neighborhood Choirs. LeFevre-Snee is a passionate proponent of the power of equitable access to high quality music education and performance experiences.

"I'm delighted to join a group of inspired, hard-working people committed to education, expression and excellence," said LeFevre-Snee. "This community-rooted and future-focused organization drew me in with its power to transform individual lives and unite youth through highest quality practice of the most universal art form. Since its founding in 1956, the work of Chicago Children's Choir has been important. But today, with gaps in educational opportunities, new forms of social isolation, and growing division in our country, our work is crucial."

Most recently, LeFevre-Snee was director of marketing at Shedd Aquarium, where she was responsible for advertising and brand management, strategic partnerships and promotions for one of the nation's preeminent aquariums. A champion for mission-driven and awareness-building initiatives, she integrated the #SheddtheStraw campaign, which advocated for reduced use of environmentally-harmful plastics, into marketing communications and activations. She also led commissions of Chicago street art that reflected the unique beauty of the underwater world, and included youth in the artistic process. By leveraging the institution's data, she introduced a person-based marketing approach that contributed to a notable increase in paid admission from tourists.

Prior to joining the team at Shedd, LeFevre-Snee resided in New York City, where she led the marketing campaign for Cirque du Soleil's first Broadway production, and managed audience development and engagement programs at Roundabout Theatre Company, a not-for-profit producer of Broadway and Off-Broadway productions. Her arts administration career began at Jazz at Lincoln Center, where she drove sales for a family concert series, high school jazz band festivals, and subscription series for young adults.

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Chicago Children’s Choir, under the direction of President and Artistic Director Josephine Lee, brings together a tapestry of Chicago’s young people (ages 8-18) to unite through music. Each year, CCC singers perform throughout the city, country and world to expand their world views by using music as a means of human connection. High school seniors enrolled in CCC have a 100% graduation and college acceptance rate, becoming global ambassadors who carry on CCC’s core values in a wide array of professional fields.

“As we look to the future of Chicago Children’s Choir, we are thrilled to have Rachel join CCC in the important role of chief operating officer,” said Lee. “She will add invaluable insight and input from her past experience, but more importantly, she’s demonstrated her passion for our mission of inspiring and changing lives of Chicago youth which will help propel our organization and its impact into the future.”

A Missouri native, LeFevre-Snee graduated from Florida State University with a Bachelor of Music in Music Theatre. She enjoys running, urban gardening, podcasts, and spending time with her husband and son. She officially joined Chicago Children’s Choir on June 17th.

For more information about Chicago Children’s Choir’s programs and concerts, visit ccchoir.org.

More about Chicago Children’s Choir:

Chicago Children’s Choir is the nation’s preeminent youth choral organization, serving 5,200 students across the city of Chicago. Founded in Hyde Park in direct response to the Civil Rights Movement in 1956, CCC has grown from one choir into a vast network of in-school and after-school programs driven by one mission: to inspire and change lives through music. Under the leadership of President and Artistic Director Josephine Lee, Chicago Children’s Choir has achieved new heights and revolutionized the youth choral arts through innovative creative partnerships and new artistic endeavors. CCC has collaborated with a number of artists, including Chance the Rapper, Ted Hearne and Bobby McFerrin, and performed on stages throughout the city, nation and world. Voice of Chicago, CCC’s top performing ensemble, visited Spain this summer to perform and expand their world views by using music as a means of human connection. To learn more about Chicago Children’s Choir, visit ccchoir.org.

To schedule an interview, please contact Dave Adams DAdams@ccchoir.org or 312.849.8300

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