



**LEVITT PAVILION**  
LOS ANGELES

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**Levitt Pavilion Los Angeles  
Names Brenda González Ricards Executive Director**

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*Brenda González Ricards Joins Levitt Pavilion Los Angeles  
New Leader of Levitt LA's 50 Free Summer Concert Series Brings Deep Experience  
in Nonprofit Management, Community Development & Communications*

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LOS ANGELES, Ca. — Levitt Pavilion Los Angeles (Levitt LA) Board of Directors announces Brenda González Ricards as executive director following an extensive search for the new leader of LA's sole bilingual, outdoor performing arts destination located in the heart of the city. González joins Levitt LA from UnidosUS where she focused on nonprofit capacity-building as regional director of affiliate engagement; Brenda's pronouns are she/her/hers.

"Brenda is the right leader at the right moment to carry forward Levitt LA's work of building community through music," said Vicki Curry, Levitt LA Co-Chair. "Brenda's breadth of experience, proven leadership skills, and enthusiasm for Levitt LA's mission gives us confidence that she will be an outstanding executive director," said Curry. "Having dedicated most of her life to serving others, Brenda stands up for families and communities through a concerted focus on connectivity to bridge divides where possible," said Katie Smith, Levitt LA Co-Chair. "With her deep background in community development and nonprofit leadership, we know that she will bring integrity, wisdom, and drive to the work of strengthening MacArthur Park and leading Levitt Pavilion Los Angeles," added Smith.

González will lead the Levitt LA team in producing high-caliber music programming offering people of all ages and backgrounds access to the arts and a space to make memories with family, friends and neighbors. Levitt LA works to bring a stronger Los Angeles community through live music with 50 free concerts in MacArthur Park.

"I am thrilled to join Levitt LA at a time when the joys of free live music and the enriching impact of the arts are needed most," said González. "I know firsthand the power of creative placemaking and I am up for the challenge to keep our work thriving amidst a divisive political climate. My story is the story of the friends and families we see and welcome on the Levitt LA lawn each night. I am honored to be entrusted to deepen Levitt LA's unifying mission in Los Angeles, building on the organization's success."

González comes to Levitt LA with a wealth of experience in bringing people together to uplift the voices and accomplishments of Angelenos, their families and their communities. Prior to UnidosUS, she served as vice president with Wells Fargo's Government and Community Relations Group, overseeing state-wide asset building initiatives; rising from community development officer focusing on grantmaking in low-income communities. González is the founder and co-host of Tamarindo podcast, a Latinx platform that uses levity to inform, inspire and impact the community. She holds a Bachelor and Master of Arts degree in Political Science from California State University Fullerton.

The Levitt Pavilion in Los Angeles is part of a growing family of outdoor Levitt music venues and concert sites across America. Every year through permanent Levitt venues, the Levitt AMP Music Series, the Levitt National Tour and select outreach concerts, over 600 free Levitt concerts are presented in 28 towns and cities. Each celebrates its own community and presents high caliber entertainment featuring a rich array of music genres. As coveted anchors of community life, families, friends and neighbors of all ages and backgrounds come together on Levitt lawns through the power of free, live music. Leading the program's nationwide growth is the Mortimer & Mimi Levitt Foundation, a pioneer in the creative placemaking movement.

### **About Levitt Pavilion Los Angeles (Levitt LA)**

Each summer, 50 FREE concerts are presented at the fully bilingual Levitt Pavilion Los Angeles, featuring acclaimed, emerging talent to seasoned, award-winning performers in a broad range of music genres. Entirely free to the public, Levitt LA's summer concert series reflects its mission to build community by making live music accessible to all; over half a million music lovers of all ages and backgrounds have come together at Levitt LA since 2007.

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