

FOR IMMEDIATE RELEASE

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**NEW CULTURAL ARTS COORDINATOR FOR
McAllen Chamber of Commerce**

McAllen—Rita Perera has been named as the new Cultural Arts Coordinator for McAllen Chamber of Commerce. Rita was educated in London, England and worked in the private sector before moving to the Rio Grande Valley. As Cultural Arts Coordinator, Rita will be focusing on the McAllen Creative Incubator, which provides inexpensive studio space for artists. Other responsibilities include overseeing the RGV Arts Council, which promotes the arts within the Valley.

“I am delighted that Rita has agreed to head up the McAllen Creative Incubator and RGV Arts Council,” said Nancy Millar, Director of the Convention & Visitors Bureau for the McAllen Chamber of Commerce. “She brings with her a wealth of experience and a diverse background that will prove beneficial to the McAllen Chamber of Commerce’s emphasis on arts development and promotion.”

“I am very pleased to be joining the McAllen Chamber of Commerce at this important juncture of McAllen’s arts emphasis,” said Rita Perera. “Many organizations have recognized the positive impact cultural arts can have on individuals and the community at large, and I look forward to assisting in the development of the programs in an official capacity.”

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