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FOR IMMEDIATE RELEASE

**ART LEAGUE OF OCEAN CITY WELCOMES
JESSICA BAUER AS NEW DEVELOPMENT DIRECTOR**

OCEAN CITY, MD — *Aug. 1, 2024* — The Art League of Ocean City welcomes Jessica Bauer as their new Director of Development. She will be responsible for fundraising for the nonprofit organization and fostering partnerships and support from the community.

“Jessica has more than 20 years of marketing experience and many local connections,” Rina Thaler, executive director of the Art League, said. “She will be a major asset to our team as the Art League looks to the future and new outreach opportunities.”

Bauer, who lives in Public Landing, Md., studied fine art at West Chester University and graphic design at Pennsylvania College of Art & Design. Formerly Director of Marketing at Trimper Rides, she has led companies through successful ad campaigns, events, and new platform rollouts. Development is a natural progression for Bauer, giving her the opportunity to educate, illuminate, and demonstrate how the Art League is a setting for fostering creativity and building relationships.

“I am seeing firsthand how the Art League helps the community at large,” Bauer said. “I am happy to have the chance to tout the accomplishments and benefits of the Art League. None of this is possible without the generous contributions from patrons, members, and corporate sponsors. I feel privileged to show people how their dollars are and can continue to positively impact their elderly neighbor, the child waiting for the school bus, and the sad-eyed doggy in the shelter.”

The Art League of Ocean City is a non-profit organization dedicated to bringing the visual arts to the community through education, exhibits, scholarship, programs and community art projects. Funding for this event is in part provided by the Worcester County Arts Council, Maryland State Arts Council and the National Endowment of the Arts, organizations dedicated to cultivating a vibrant cultural community where the arts thrive.

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Headshot attached of Jessica Bauer

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