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**BREVARD MUSIC CENTER WELCOMES MICAL HUTSON  
AS NEW DIRECTOR OF MARKETING & COMMUNICATIONS  
Veteran Arts Executive Joins BMC's Leadership Team Beginning July 15**

**Brevard, North Carolina** — One of America's premier music festivals, **Brevard Music Center (BMC)**, today announced the appointment of **Mical Hutson** to the position of **Director of Marketing & Communications**, effective July 15, 2024. With over 25 years of experience, including a decade in executive performing arts roles, Hutson's expertise will be pivotal in advancing Brevard's mission.

"We are delighted to welcome Mical Hutson to the Brevard Music Center team," said Jason Posnock, BMC's President & CEO. "Mical's exceptional storytelling abilities, innovative strategies, and deep understanding of the arts, along with her commitment to audience development and community engagement, make her the ideal person to lead our marketing and communications efforts. We look forward to seeing the impact of her leadership on Brevard's mission to inspire and transform lives through the joy of music."

Mical Hutson's career spans outdoor recreation management to arts administration, showcasing her appreciation for nature and the arts. In her most recent role as VP of Marketing and Audience Development at the Charlotte Symphony Orchestra, her team introduced new music director Kwamé Ryan, launched Knight Foundation-funded immersive experiences, led the CSO Roadshow into local neighborhoods, and partnered with Perkins & Will for a rebranding initiative.

"During my introduction to Brevard, I was moved by the community's deep commitment to each other, the mission, and the students. The palpable sense of community — world-class music and education nestled into nature — resonates. Great things are happening here," said Hutson.

In her new role, Mical will oversee all aspects of Brevard Music Center's marketing and communications, including branding, media relations, digital marketing, and audience development. She will work closely with the executive team and board to support the organization's mission of nurturing artistic excellence and celebrating its inspiring natural surroundings.

**ABOUT BREVARD MUSIC CENTER | SUMMER INSTITUTE AND FESTIVAL**

Founded in 1936, the Brevard Music Center stands as one of this country's premier summer classical music training programs and festivals. Each summer, over 700 gifted students come to the Music Center from across the United States and around the world to study with a distinguished faculty and renowned guest artists. Brevard's hallmark is the powerful sense of community that re-emerges each year as faculty and students present remarkable concerts and events to summer audiences. For more information visit [brevardmusic.org](http://brevardmusic.org), "like" the Brevard Music Center on [Facebook](https://www.facebook.com/brevardmusic), follow @brevardmusic on [Instagram](https://www.instagram.com/brevardmusic), stream season highlights via [SoundCloud](https://www.soundcloud.com/brevardmusic), and visit the Brevard Music Center [YouTube](https://www.youtube.com/brevardmusic) channel to enjoy performance videos from previous festival seasons.

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