

## Kendra Fry Appointed General Manager of Stratford Summer Music



Stratford, ON – Kendra Fry, has been appointed General Manager of Stratford Summer Music (SSM) effective April 1, 2021. The announcement was made by Mary E. Hofstetter, Chair of the Stratford Arts Foundation and Stratford Summer Music, on behalf of the Board of Directors.

Ms. Fry, originally from Goderich, has enjoyed a diverse career in the arts in Ontario and beyond, most recently serving as General Manager of Trinity-St. Paul's Centre since 2013. In addition to this role, since 2018 Ms. Fry has built a unique and highly successful consulting practice helping church congregations across Canada repurpose their faith buildings. She is currently consultant to the Knox Presbyterian Church and Stratford Arts and Culture Collective, advising on governance, redesign and planned housing in a proposed arts centre-church-housing complex.

Ms. Fry served as General Manager of Theatre Passe Muraille for five years, and prior to that as General Manager of the Harold Green Jewish Theatre Company and of Cahoots Theatre Projects. Early career highlights include Marketing Manager of the Blyth Festival Theatre and Stage Manager at Drayton Entertainment and the Goderich Celtic Roots Festival [where it all began...].

Ms. Fry has an Hons. B.A. in Fine Arts, majoring in Theatre, from York University and an Arts Administration Certificate from Humber College. She and her family have recently relocated to Stratford. *"When my family and I made the decision last April to embrace our dreams and move to Stratford, we had no idea that SSM would be seeking a new General Manager. I feel like I've won the lottery, moving to Stratford and joining Stratford Summer Music. Stratford is such a creative and engaging city.*

*"I can't wait to get to work with Mark and bring SSM back to the public in 2021. We all long for that feeling of connection and engagement that comes from being in an audience, experiencing a moment together. The creation of those moments of connection are what we will focus on in the years to come. The musical conversation that takes place between an audience and artists, that is what Stratford Summer Music excels at and I'm thrilled to be part of this treasured organization!"*

Artistic Director of SSM, Mark Fewer, welcomed the appointment of Ms. Fry: *"We're a lucky bunch at SSM right now. Our search for Judy's successor has found us someone with significant depth of experience in the arts world. She's also a person with a disposition that connects well with others in the community, so I have no doubt that Kendra will make a significant contribution to the well-being of Stratford and the long-term health of SSM."*

Mary E. Hofstetter, Chair of the Stratford Arts Foundation, the parent organisation of SSM, and Chair of the Search Committee, added, *"We are thrilled to welcome Kendra Fry to Stratford*

*Summer Music. Kendra brings deep experience in arts and culture administration. Together, Mark and Kendra will work with the Board to ensure SSM responds creatively to our current challenges and remains a vibrant and strong cultural beacon in our community.”*

Ms. Hofstetter added, “*The Board also wishes to acknowledge, with great appreciation, the tremendous leadership of Judy Matheson who has chosen to retire from SSM after almost seven years as our General Manager. She will be missed.*”

#### About Stratford Summer Music

Stratford Summer Music is an annual multi-week music festival in indoor and outdoor venues throughout Stratford. With an artistic vision to produce, to the highest standards possible, a program of diverse and exciting musical performances by Canadian and international artists and to provide the widest possible range of musical genres on its stages, Stratford Summer Music offers audiences a standard of musical excellence and experiences difficult to find outside large urban centres.

#### **Stratford Summer Music 2021 August 5 – 29**

Website: <https://stratfordsummermusic.ca>

Facebook: <https://www.facebook.com/StratfordMusic>

Twitter: <https://twitter.com/StratfordMusic>

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Media Contact:

Kendra Fry, General Manager elect  
[kfry@stratfordsummermusic.ca](mailto:kfry@stratfordsummermusic.ca)

Mark Fewer, Artistic Director  
[mfewer@stratfordsummermusic.ca](mailto:mfewer@stratfordsummermusic.ca)

Mary E. Hofstetter, C.M., Chair  
[maryehofstetter@gmail.com](mailto:maryehofstetter@gmail.com)