

## Allison Markin joins the DPA team

The Downtown Penticton Association is pleased to announce an expansion of its team. Allison Markin, communications and social media “guru”, has accepted a position with the DPA.

Executive Director Barb Haynes says, “Allison will be an amazing addition to the DPA. She established our social media sites and contracted with us some time ago to create our website so the background is already there. Allison is definitely a leader in her industry and that’s great news for downtown businesses. Whether you’re retail, restaurant or professional services, you will benefit from Allison’s expertise.”

Allison Markin has recently been recognized by the Thompson Okanagan Tourism Association, receiving an award at TOTA’s fall summit for her work in social media and specifically for Eat.Drink.Tweet. (see article elsewhere in this issue), and shared a



Allison Markin

prestigious International LERN award for marketing with Okanagan College. She is also the lead connection to bring the North American Wine Bloggers Conference to Penticton in 2013.

Allison’s personal website and blog, which are full of social media tips and information, can be found at [www.allshewrote.ca](http://www.allshewrote.ca).

# Soundstage pulls out the stops with Evita

With music by Andrew Lloyd Webber and lyrics by Tim Rice, the consummate dream team, the hit musical Evita will be a highlight for Penticton. The story focuses on the life of Argentine political leader, Eva Peron, through her early life, rise to power, charity work and eventual death.


The title role is played masterfully by Ashlie Atkinson, Lucas Penner plays Che Guavera and Micheal Welsh is Juan Peron. The trio will have you rocking in the stands, tapping your toes to rhythmic Latin tunes and fighting back tears as the story and its characters transition.


Presented by Soundstage Productions, Evita is a challenging musical score and brings out the best in local talent both vocally and instrumentally. Lynne Leydier, producer, director and conductor, has worked tirelessly to perfect the production overseeing all the details and engaging the very best in technical and back stage support incorporating a cast of 30 and crew of 15.

“The process has been challenging and has challenged my creativity,” says Lynne. “Art exposes the under-belly and causes us to look at ourselves and others. This story addresses the real human issues. It’s a Cinderella story that takes Eva from rags to riches and everything in between.”

Lynne’s motivation to choose Evita stems from her desire to present something fresh and new to Penticton.

“I like the characters, I like the politics and I like the music. When you work so closely on a project for more than three months, you have to enjoy what you’re working with...the music is great. I’ve also had the privilege of working with a great cross-section of the community and that’s been rewarding.”


**Soundstage Productions**  
presents




Lyrics by  
**Tim Rice**

Music by  
**Andrew Lloyd Webber**

**EVITA**

**January 18th, 19th, 20th & 21st at 7 pm**

**Adults \$27.50 (+ tax) Students/Seniors \$22.50 (+ tax)**



Tickets available at the  
**Penticton Lakeside Resort**  
250.493.8221

[www.soundstageproductions.com](http://www.soundstageproductions.com)

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