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**FOR IMMEDIATE RELEASE**

**Wendy Leigh Joins University Area CDC as Chief Development & Marketing Officer**

*Longtime N. Tampa resident brings vast experience & unique perspective to University Area neighborhood.*

TAMPA, Fla. – (Sept. 1, 2015) – The University Area Community and Development Corporation has appointed Wendy Leigh as its new chief development and marketing officer.

As CDMO, Leigh oversees the marketing and development departments while advancing and implementing comprehensive strategies to strengthen donor and volunteer support as well as effectively aligning short- and long-term fund development initiatives that support the UACDC’s mission and vision.

“Empowering our community with relevant, accessible services such as youth programs, adult education and resource assistance is key to the revitalization of the University Area,” said CEO and Executive Director Sarah Combs. “Based on Wendy’s background and involvement in and around Tampa Bay, I am confident she is the right person to lead this effort.”

Leigh joins the UACDC after nearly 20 years with Tampa’s Straz Center for the Performing Arts where she most recently served as vice president of education and was instrumental in the creation of the Patel Conservatory. In this role, she worked to establish the initial curriculum by integrating existing educational programs, developed budgets and selected personnel to ultimately launch the award-winning Conservatory.

During her tenure, Leigh managed and guided the explosive trajectory of the now-accredited Patel Conservatory with considerable annual growth margins. In addition, she formalized scholarship and financial assistance programs to provide opportunities to underserved youth and provided oversight of operational functions, program development and marketing initiatives.

Leigh also created successful outreach programs for at-risk students as well as pioneered a partnership with the Orlando Ballet School that led to the creation of Next Generation Ballet at the Patel.

**About UACDC**

The University Area Community Development Corporation, Inc. (UACDC) is a 501(c)(3) public/private partnership whose mission is children and family development, crime prevention and commerce growth. Its primary focus is the redevelopment and sustainability of the at-risk areas surrounding the Tampa campus of the University of South Florida. The UACDC was named Nonprofit of the Year for Public and Societal Benefit by the Tampa Bay Business Journal in 2011 and 2012. It is headquartered in the University Area Community Center Complex, owned by Hillsborough County and operated by the UACDC, which is located at 14013 North 22nd Street in Tampa. For more information about UACDC, please visit [www.uacdc.org](http://www.uacdc.org), or call 813.558.5212.

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