

## Press Release

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### **Alice Walton joins Britten Sinfonia as Communications Director**

**Alice Walton** has been appointed to the new role of Communications Director at Britten Sinfonia. She joins the orchestra in September, and will work across the marketing and development teams to oversee all aspects of the orchestra's external relations.

Alice Walton was Marketing Director of the Philharmonia Orchestra from 1999-2015. In 2001 the Philharmonia made the strategic decision to place digital technologies at the heart of its marketing, audience development and education policies, and quickly became recognised as a market leader in this sector, transforming the role of the marketing department which expanded to include a large digital team. During her time as Marketing Director the Orchestra won the RPS Audience Development and Creative Communication awards (2010) and the Audiences and Engagement Award (2012). Since 2015 she has worked as a freelance arts marketing consultant.

*Alice Walton comments: "I have loved Britten Sinfonia since it first burst onto the orchestral scene. Every project that it presents is bold and intelligent and makes me feel that there is, emphatically, a future for orchestras and for classical music in the 21st century. It is a huge privilege to be given the chance to work with this wonderful group of musicians and with its immensely loyal audience and I can't wait to become part of their world."*

David Butcher, Chief Executive and Artistic Director of Britten Sinfonia comments: *"With her extensive experience and imaginative verve, Alice will be a great addition to the Britten Sinfonia team. We're very much looking forward to working with her in this exciting new role, developing the way in which we communicate the orchestra's pioneering work with both existing and new audiences and supporters."*

In a further appointment to the marketing department, **Milly March** has been promoted to the role of Marketing Manager.

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

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