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For immediate release

Tualatin Valley Creates Announces New Executive Director

Tualatin Valley Creates, the leading arts service organization for Washington County, is delighted to announce Yasmin Ruvalcaba as their new Executive Director.

Ruvalcaba is an experienced and dynamic arts administrator, consultant, and theater artist. She brings a wealth of experience and commitment to advancing the local arts, culture, heritage and humanities to Tualatin Valley Creates. Her work heavily centers on advancing equity, honoring mentorship and education, and promoting inclusive community outreach and engagement.

“I am deeply honored and excited to lead Tualatin Valley Creates and the organization's impactful work throughout the county,” Ruvalcaba said. “Together we will continue to change the landscape of the arts, striving for further accessibility, embracing diverse art forms, and empowering all generations of artists.”

Ruvalcaba has demonstrated exceptional leadership in her roles, including as the Arts & Culture Manager at Centro Cultural of Washington County and as the Grants Program Director for Advance Gender Equity in the Arts. Her extensive background also includes collaborations with prominent theaters and nonprofits, including Artists Repertory Theatre, Bag&Baggage Productions, Hand2Mouth Theatre, Portland Center Stage, Portland Revels, and Washington County Kids.

After an extensive search and competitive hiring process, the Board of TVC is proud of their decision to hire Ruvalcaba. “We are excited to welcome Yasmin as the new organizational leader of Tualatin Valley Creates and as our collective creative leader for Washington County.” Says Board Chair Elisa Joy Payne. “She brings a diverse portfolio of skills and experience that will help TVC continue to support, grow, elevate, and showcase the creativity of all our neighbors.”

Ruvalcaba has assumed her role as Tualatin Valley Creates' Executive Director and is available for outreach or inquiries at director@tvcreates.org

About Tualatin Valley Creates

Tualatin Valley Creates is the leading arts service organization for Washington County, Oregon. TVC's mission is to foster an inclusive, resilient, and creative community by celebrating the local arts, culture, heritage and humanities throughout the county's 15 cities and unincorporated areas.

This includes Aloha, Banks, Beaverton, Bethany, Cedar Mill, Cornelius, Durham, Forest Grove, Gaston, Hillsboro, King City, North Plains, Sherwood, Tigard and Tualatin.

TVC is an organization driven by advocacy and action. Originally founded in 1999 as the “Westside Cultural Alliance” by a group of art advocates, it gained its status as an official 501(c)(3) nonprofit shortly after. Since then, it continues to support community members by providing the latest news about local events, funding resources, professional development and economic opportunities. TVC also strives to make arts and culture accessible to its under-served populations by offering free networking events, workshops and the Arts & Culture Leadership Incubator. Through these efforts, TVC continues to uplift its vision of cultivating a robust arts and culture ecosystem in Washington County.

For more information visit www.tvcreates.org.