



TEXAS CULTURAL TRUST ANNOUNCES NEW BOARD MEMBER AND KEY HIRES

Winell Herron of Houston Is Appointed to Texas Cultural Trust's Board of Directors, Brenda Bogue Joins as Director of Development, and Christina Rupp Joins as Communications Manager

AUSTIN, TEXAS (July 08, 2019) -- Texas Cultural Trust, a nonprofit organization whose mission is to be the leading voice for the arts in education, advocacy, and economic impact in Texas, is pleased to announce three new additions to its team: Winell Herron of Houston to its board of directors, Brenda Bogue as director of development, and Christina Rupp as communications manager.

"We are thrilled to welcome Winell to our board of directors. Winell shares a passion for the arts and arts access and has worked with numerous arts organizations across the state. Her experience will be a tremendous asset to our organization and our mission," said Heidi Marquez Smith, Executive Director of Texas Cultural Trust. "We are also proud to have Brenda and Christina join our staff. Each brings a unique perspective, expertise, and passion for art and community advocacy, and we are pleased to welcome them to the Texas Cultural Trust family."

The Texas Cultural Trust's Board of Directors is a statewide governing body comprised of industry and business leaders, arts patrons, and artists, all dedicated to providing vision, leadership, and support around the impact and utilization of the arts to benefit the economy, education, culture, and way of life in Texas. The Trust Board of Directors, along with the executive director, guide the Trust's long-term financial stability and strategic direction overseeing five core programs: Texas Medal of Arts Awards, Art Can, Young Masters, Texas Women for the Arts, and Arts & Digital Literacy.

As a young girl, Trust Board member Winell Herron enjoyed taking dance classes and attending theater performances, which helped shape her enthusiasm for the arts and storied career at H-E-B, one of the nation's largest independently owned retailers. In her current role as group vice president of public affairs, diversity, and environmental affairs at H-E-B, Winell helps create and drive greater opportunities for access to the arts, including support for educational programming and arts experiences for students and families across Texas.

"The Texas Cultural Trust is a well-respected organization that does innovative work to advance the arts in our state," said Herron. "I'm honored to join in the Trust's efforts to expand access to diverse art experiences, ensuring Texans from all communities are exposed to the transformational impact of the arts."

Brenda Bogue joins the Texas Cultural Trust as director of development with more than 16 years of extensive experience in nonprofit leadership, professional fundraising, and a strong background in donor development, donor communications, planned giving, and capital campaign management. Her passion for arts education has influenced her throughout her life, including most recently as the director of development for the Neon Museum, the premier art and history museum in Las Vegas, NV. Brenda will help prosper the work of the Trust across Texas.

Christina Rupp brings more than ten years of experience as a nonprofit and philanthropy professional specializing in arts, culture, and innovative education to her role as communications manager at the Texas Cultural Trust. As the director of special projects at Innovate+Educate, she led the 2018 Close It Summit in Austin, Texas, and managed national and international projects for the Work + Learn Futures Lab at Institute for the Future. She also led national arts grantmaking efforts in the Thriving Cultures Program at the Surdna Foundation in New York, NY. Christina's capabilities will enhance the Trust's overall communications and outreach.

For more information on Texas Cultural Trust, visit www.txculturaltrust.org.

ABOUT TEXAS CULTURAL TRUST

The Texas Cultural Trust is a 501c3 nonprofit organization dedicated to supporting and increasing access and awareness for the arts and artists across the state. Programs of the Texas Cultural Trust include: [Texas Medal of Arts Awards](#), [Art Can](#), [Young Masters](#), [Texas Women for the Arts](#), and [Arts & Digital Literacy](#). Texas Cultural Trust strives to amplify the arts and lead a cohesive voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state. For more information on the Texas Cultural Trust, please visit www.txculturaltrust.org.

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