ELEVATE ARTS LLC

PR & Communications for the Arts

Elevate Arts LLC is a boutique PR and communications firm specializing in the arts. Founded and led by **Lucille Rieke,** Elevate Arts helps artists and arts organizations build visibility, connect with audiences, and earn meaningful media attention through strategic public relations, outreach, communications, and content creation.

Our Mission

In a time when the arts are increasingly competing for attention and resources, **Elevate Arts is committed to making sure the arts remain visible, relevant, and part of the conversation.** We elevate the work of artists and arts organizations by securing meaningful media attention, building audiences, and developing communications strategies that help clients connect with the people who matter most.

Services

Elevate Arts provides customized support in:

- **Media Relations & Press Outreach** — Building relationships with journalists, editors, critics, and media outlets to generate meaningful coverage.
- **PR Strategy** — Developing strategic communications plans designed around each client's goals, audience, and needs.
- **Content Creation** — Crafting press releases, pitches, announcements, social media posts, and other communications materials.
- **Audience & Visibility** — Identifying opportunities to expand an artist or organization's reach and strengthen its public profile.

Services can be tailored to a specific production, campaign, project, or ongoing communications needs.

About Us

Founder and PR & Communications Strategist Lucille Rieke is a graduate of **American University's School of Communication,** where she earned a degree in Public Relations and Strategic Communication. She currently works with **three DC theatre organizations and two DC-based artists,** providing strategic PR and communications support.

LET'S ELEVATE THE ARTS.

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