



PASADENA
SHOWCASE
HOUSE
for the Arts

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Vikki Sung Named President of Pasadena Showcase House for the Arts

(OCTOBER 15, 2019) – PASADENA, CA - Pasadena Showcase House for the Arts (PSHA) has announced that Vikki Sung has been named President of the organization for 2019/2020. An active member of PSHA since 2012, Ms. Sung is the first Asian-American to serve as president of the organization. She has held numerous positions over the years, including Benefit Chair for the 2018 Pasadena Showcase House of Design.

“I feel honored to lead this great organization and more importantly I am excited to be part of our long-standing efforts to raise money for music and the arts throughout Southern California,” says Ms. Sung. As President, her motto is to promote the organization as “more than just a pretty house.” Her mission, she says, is to have everyone in the community connect the Pasadena Showcase House of Design, PSHA’s only fundraiser, with the many music and art programs the event funds.

Ms. Sung says she visited the Showcase House of Design for many years, but it wasn’t until she chaperoned her young son’s fourth grade class 10 years ago to a Youth Concert at Disney Hall, one of PSHA’s music programs, that she made the connection to all that the Showcase House of Design funds. “It was a real eye opener. I didn’t know this beautiful design house was responsible for bringing these music programs to the community,” she says. PSHA’s own three music programs, the Music Mobile, Youth Concert and Instrumental Competition hold special appeal to Ms. Sung. “I think it’s very important for kids to be exposed to orchestra instruments and classical music. It could lead to great things,” she says.

Volunteerism has been a large part of Ms. Sung’s life for more than 20 years. She began volunteering with the American Women’s Association of Hong Kong shortly after moving there with her husband in 1997. Returning to the U.S. with twins, she began her service in the PTA when her children reached school age. Ms. Sung has served on the board of Carver PTA and as President of the Carver Enrichment Fund. She was troop leader for her daughter’s Girl Scout Troop and served three years as Service Unit Co-Manager for the San Marino Girl Scouts, as well as several years as Co-Director of San Marino Girl Scouts’ Twilight Camp at Lacy Park. She is also a founding member of San Marino/Pasadena Philharmonic Committee and is part of the San Marino Junior Alliance.

Ms. Sung resides in Pasadena with her husband, Frank Hu. Her 20-year-old twins are currently attending college.

Besides PSHA's own music programs, they also annually award gifts and grants to a diverse list of local and regional non-profit organizations in support of their efforts in the community. To date PSHA has awarded more than 23 million dollars. In addition, they underwrite concerts to ensure that the joy of live music is available to a broad range of audiences. PSHA's support enriches the community and provides opportunities for a variety of groups, from students to seniors to learn, enjoy, and grow from their experiences in these programs. Additionally, PSHA has a longstanding history of supporting the Los Angeles Philharmonic and its community outreach programs.

Founded in 1948, PSHA is an all-volunteer organization whose members donate their time and talents to produce the annual Pasadena Showcase House of Design. About 80 members with a myriad of backgrounds have already begun production on the 56th annual Showcase House which will be open from April 26 through May 17, 2020. Golden tickets go on sale November 1, 2019 and individual tickets go on sale early in 2020. For more information or to purchase tickets, visit www.pasadenashowcase.org.

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