

**Pamela Hayling Hoffman's (Co-Producer)** career as an independent Special Event Producer and Community Relations/Marketing Strategist spans over 20 years. Ms. Hoffman has provided the strategic planning and execution leadership to fundraising campaigns for clients such as actress Jane Fonda and her non-profit organization, Georgia Campaign for Adolescent Pregnancy Prevention (G-CAPP), UNICEF, The YWCA of Greater Atlanta, The Apollo Theater, The Atlanta Botanical Garden, and The National Black Arts Festival.

Ms. Hoffman has created events for MetLife Insurance, Revlon, Gazelle Cosmetics, SpencerStuart Atlanta, Kimberly Clark Corporation, Spelman College, and many other companies and institutions. Her foray into arts and event Management made her an integral member of the design team for the very first National Black Arts Festival (NBAF) Gala. Since that time Ms. Hoffman has served as advisor to NBAF and to the Apollo Theater Foundation as she is currently part of the development team creating the infrastructure for the national component of their \$96M campaign.

Several years ago, Ms. Hoffman was asked to serve as producer for a new exciting musical, "Eliza!", a contemporary adaptation of "Pygmalion," created by prolific and talented playwright Madison Jones. "Eliza" has undergone three staged readings directed by Atlanta's own Tom Jones III, Andrea Frye and Michael Unger. Ms. Hoffman and Suzanne de Passe are partnering to co-produce a film adaptation of Jones' "Eliza." Admiring the tenacity of Executive Producer, Carletta Hurt, Ms. Hoffman is delighted to work in association with IKAM Productions on their first joint project.