



Designated by Governor's Office of Economic Development (Go-ED):
California Innovation at Work

FOR IMMEDIATE RELEASE

Contact: Linnie Frank Bailey
March LifeCare – Director of Public Affairs
LFrankBailey@gmail.com
951-314-8005

March LifeCare Supports Healing & the Arts UCR Professor Rickerby Hinds Named Director

July 20, 2010, Riverside, CA. Rickerby Hinds, Associate Professor of Playwriting in the Department of Theatre at UC Riverside and Creator and Director of the Califest Hip Hop Theatre Festival, has been named as March LifeCare's Director of Healing/Arts. In this capacity he will explore ways in which the arts can be employed to aid in the process of healing, provide entertainment for patients and their families, as well as an avenue for artistic outlet for the staff, medical professionals and the surrounding community.

The March LifeCare Health and Wellness City, over 200 acres, is being developed by March Healthcare Development on the former March Air Force Base in Riverside County, California. The site will be a state of the art, integrated, healthcare campus that will include a full range of health care services including education, prevention, wellness, research, training, diagnosis, treatment and recovery in a uniquely designed integrated medical campus. The 'city' will also contain a retail village, a hotel, and social and cultural amenities.

Hinds is known for his unique ability to challenge conventional notions of the stage while remaining respectful of its long history and traditions. A native of Honduras his work has been supported through commissions, grants, and fellowships by: the Ford Foundation, Blue Shield of America, Showtime Television Network, GeVa Theatre in New York, Mark Taper Forum, Cornerstone Theatre, Bay Area Playwrights Festival, Oregon Shakespeare Festival, and The New LATC (Los Angeles Theater Center). Institutions such as Stanford University, Arizona State University, the University of Massachusetts-Amherst, the University of Houston, Howard University and the University of Aarhus, Denmark and the Bavarian American Academy, in Germany, have also hosted Hinds and his work.



www.MarchLifeCare.com

Office: 1960 Chicago Avenue, Suite E-9; Riverside, CA 92507; (310) 962-6736

In October, Hinds will receive the UCR Distinguished Alumni Service Award for 2010. He says he looks forward to bringing the arts to March LifeCare adding, "My goal for the integration of the arts on the March LifeCare Campus is a holistic one that will see artistic expression manifested throughout the entire campus. I envision using the arts as aides in the healing process, as entertainment for patients and families, and as an avenue for artistic outlet for the staff and even medical professionals."

For additional information concerning:

March Healthcare Development

www.marchhealthcare.com/aboutus.php

March LifeCare

www.marchlifecare.com

For more information on this release or to schedule interviews,

Contact: Linnie Frank Bailey
March LifeCare – Director of Public Affairs
LFrankBailey@gmail.com
951-314-8005

###



www.MarchLifeCare.com

Office: 1960 Chicago Avenue, Suite E-9; Riverside, CA 92507; (310) 962-6736