PENNSYLVANIA BALLET

ROY KAISER, ARTISTIC DIRECTOR 2009 - 2010 SEASON

FOR IMMEDIATE RELEASE

MEDIA CONTACT
Marissa Montenegro, Public Relations Manager
Office: 215.587.6923
Cell: 215.873.7891
Fax: 215.551.7224
mmontenegro@paballet.org

PENNSYLVANIA BALLET LAUNCHES NEW WEB SITE AT PABALLET.ORG

Philadelphia, PA (February 8, 2010) – Pennsylvania Ballet is taking a grand jeté into cyberspace! One of the nation's leading ballet companies, Pennsylvania Ballet announces the launch of its new Web site at **paballet.org**. Pennsylvania Ballet Principal Dancer Alexander Iziliaev used his keen understanding of the ballet esthetic and visual sensitivity to completely redesign the site, with the ease of the user steering his creative process. The site now boasts a bold new look and will be a continually updated informational and promotional tool, allowing fans of Pennsylvania Ballet to engage with the Company like never before.

The revamped Web site aims to bring audiences closer to Pennsylvania Ballet with an intimate look at the Philadelphia Company. The Online Community section whisks fans to Pennsylvania Ballet's constantly updated Facebook, Twitter, and YouTube pages for behind-the-scenes access. Plus, videos and podcasts allow fans to experience the artistry of Pennsylvania Ballet right on their computers. Visitors to **paballet.org** can enjoy exclusive rehearsal footage and breathtaking performance clips, plus intimate interviews with our artistic staff and choreographers, whenever they like.

At **paballet.org**, visitors can easily plan their evening at the ballet, make a donation to the Company, and read all about their favorite dancers. There's also an entire section dedicated to the annual holiday spectacular, *George Balanchine's The Nutcracker*. Simple and clear text, a user-friendly design, and striking imagery make every visit to **paballet.org** an illuminating experience.

"Pennsylvania Ballet's entire history is a story of imagination and passion," Executive Director Michael Scolamiero says. "Our new site tells that story with vivid visuals and lively commentary, all in an easy-to-use format."

Pennsylvania Ballet is also introducing a brand new **mobile site**. Now fans can access information with ease, anywhere, at **m.paballet.org**. Mobile-friendly pages meet users' needs quickly, while preserving the overall look and feel of paballet.org. All mobile phones with internet capability can access this site. Visitors can view upcoming programs and special events plus dancer and ticket information. The Star Group launched the mobile site, m.paballet.org, using the mobile communication, marketing, and commerce platform Movitas.

Join us for a dynamic series of programming this spring! Highlights include: Matthew Neenan's *Carmina Burana*, a Chopin celebration, the Company premieres of Jerome Robbins's *Afternoon of a Faun* and William Forsythe's *In the Middle, Somewhat Elevated*, and John Cranko's *Rome and Juliet*. Buy your tickets online at paballet.org, in person at the Kimmel Center Box Office, or by phone at 215.893.1999.

Custom Packages of four, three, or two ballets for the 2009-2010 Season are on sale now at paballet.org or by calling Subscriber Services at 215.893.1955. Receive up to 25% off single ticket prices and enjoy subscriber benefits such as priority seating, flexible ticket exchanges, discounts to Philadelphia restaurants, shops, hotels, museums, and more.

Follow us on Twitter, Facebook, and YouTube, and join us in the studio and on stage, 24/7.

Pennsylvania Ballet's sponsors include the Omni Hotel at Independence Park, the Philadelphia Inquirer, The Sporting Club at the Bellevue, and US Airways.

Pennsylvania Ballet receives state arts funding through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency.

Founded in 1963 by Balanchine student and protégée Barbara Weisberger, **Pennsylvania Ballet** is one of the nation's leading ballet companies. Headquartered in Philadelphia, the Company's annual local season features six programs of classic favorites and new works, including the Philadelphia holiday tradition, *George Balanchine's The Nutcracker*. For more information, visit paballet.org or call 215.551.7000.

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