

PENNSYLVANIA BALLET

ROY KAISER, ARTISTIC DIRECTOR 2009 - 2010 SEASON

FOR IMMEDIATE RELEASE

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PENNSYLVANIA BALLET ANNOUNCES “CYBER MONDAY” SALE FOR TICKETS TO *GEORGE BALANCHINE’S THE NUTCRACKER*

November 30, 2009

Philadelphia, PA (November 25, 2009) - As shoppers search for online deals this Cyber Monday, clothes and electronics aren't the only items going on sale. For one day only, Pennsylvania Ballet is slashing 20% off ticket prices for its annual holiday production, *George Balanchine's The Nutcracker*.

From 12:01 a.m. through 11:59 p.m. on Monday, November 30, customers will save 20% on tickets purchased for *George Balanchine's The Nutcracker* on paballet.org, with the promotion code WEBNUT. This discount applies to all sections of the theater and all 24 performances.*

The most beloved holiday tradition for families throughout the Philadelphia region, *George Balanchine's The Nutcracker* returns to the Academy of Music at Broad and Locust streets, December 12 through December 31, 2009.

Pennsylvania Ballet is proud to perform this time-honored production, now in its 41st year. Steeped in tradition yet revitalized by stunning new sets and costumes in 2007, *George Balanchine's The Nutcracker* delights nearly 50,000 people each year.

***Please note**, the Cyber Monday discount does not apply to previous purchases and is subject to availability. This offer is not valid on the Sugarplum VIP Package, Teas with the Sugarplum Fairy, or Nutcracker Brunch at the Omni Hotel at Independence Park.

Tickets for *George Balanchine's The Nutcracker* are on sale now at paballet.org or by calling 215.893.1999. Ticket prices range from \$24-\$129. Groups of 10 or more, call 215.587.6921.

Pennsylvania Ballet is one of the premier ballet companies in the United States and has been at the forefront of American dance since 1963. A leading Philadelphia cultural institution, the Company has earned a national reputation for its impassioned artistry and technical virtuosity, and has received widespread critical acclaim for extraordinary performances of a diverse classical and contemporary repertoire. Under Artistic Director Roy Kaiser, the Company has expanded its Balanchine-based repertoire to include bold, innovative new works that embody creative excellence and engage

audiences in an ongoing commitment to the vitality of this unique art form. For more information, call 215.551.7000, or visit paballet.org.

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

PNC Arts Alive is a presenting sponsor of *George Balanchine's The Nutcracker* at the Academy of Music.

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