

NEVADA *Ballet* THEATRE

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NEVADA BALLET THEATRE LAUNCHES *SPREAD THE DANCE*

Web-based grassroots campaign to generate broad-based community support for Nevada's leading performing arts group

LAS VEGAS, NV (Thursday, January 21, 2010) - Nevada Ballet Theatre announced today the launch of its new fundraising and awareness campaign, *Spread the Dance*, created by SK+G and spearheaded by Silverton Casino Lodge President Craig Cavileer. Featuring a variety of local celebrities including Rita Rudner and Robin Leach as well as 'everyday' community residents, this fun and engaging grassroots campaign will encourage people to "give as little as \$5" to support the Las Vegas-based ballet company.

With a significant web-based component that includes YouTube videos and various viral messaging, *Spread the Dance* is driven by a special micro-site, "spreadthedance.org." An important element of the site includes a video collection, highlighting a variety of participants "performing" their "best dance move" in the hopes that others will follow their lead and get involved.

"Our goal is to showcase the vital role that dance and the arts play in our community," said Nevada Ballet Theatre Executive Director & CEO Beth Barbre. "Nevada Ballet Theatre has contributed to our community's cultural vitality for nearly 40 years. We hope that everyone will join us to ensure a strong future for ballet and dance in Las Vegas. Even small donations will make a big difference."

Additional elements of the campaign include humorous public service announcements in print and broadcast media featuring people performing "bad ballet" moves with tag lines that read: *Donate to Nevada Ballet Theatre. Please.*

"By reaching out to a broader base of people, we feel our company can better serve the community as a leading performing arts organization," said Artistic Director James Canfield. "Dance-themed television shows have been a big hit recently. Now is the time to bring that excitement home by supporting the young professional dancers that exist in our own community."

"We are honored to be an integral part of this new campaign," said SK+G Managing Partner Jerry Kramer. "We hope that the unusual and fun approach we are taking will elicit the community's attention and support and help keep Nevada Ballet Theatre thriving for decades to come."

Spread the Dance was launched today at a press conference at 11:00 a.m. at the Fashion Show mall, featuring a performance by 100 students from Dondero Elementary, part of the company's education and outreach program, *Future Dance*. For more information, visit www.Spreadthedance.org.

MEDIA

High-resolution images available upon request; please contact Jenn Kratochwill at jkratochwill@nevadaballet.com.

ABOUT NEVADA BALLET THEATRE

Under the direction of Artistic Director James Canfield, Nevada Ballet Theatre is a 501(c)(3) non-profit organization, and the largest professional ballet company and dance Academy in the state. Committed to the highest artistic standards, dancers for the company hail from around the world and include artists with international performing experience. This classically-based company is at home in an eclectic repertory, moving easily from the classics to the high-energy contemporary ballets. The mission of Nevada Ballet Theatre is to educate and inspire regional, statewide and national audiences and vitally impact community life through professional company productions, dance training and education and outreach. Nevada Ballet Theatre will be a resident company in the new world-class Smith Center for the Performing Arts upon its completion. For more information, visit www.nevadaballet.org or www.Spreadthedance.org.

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