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ballet tech cincinnati:

New Name, New Season

Cincinnati, OH— **ballet tech cincinnati**, the not-for-profit dance company founded in 1997 with a mission *to educate, entertain and inspire by providing diverse and innovative programming that has a phenomenal community impact* will soon change its name to **arts innovation movement: aim cincinnati**. In 2006, the company moved from the far north suburbs where it was collocated with a small ballet school, and in September, 2007 into its own venue in Kennedy Heights and began to transform the community. The building had been a blight on the community and vacant for fourteen years. **ballet tech cincinnati** offered excellent dance education, performance and family-friendly community oriented programming, Jazz Jam sessions, Comedy Improv, community theater space for other arts organizations, and became a leader in the new District A Arts Corridor to engage business, residents and the arts to revitalize the community, and continued its wonderful Aronoff Center Season Series featuring community, pre-professional and professional dancers (currently in its Ninth Season).

Soon, it became clear that “ballet tech” does not nearly describe the breadth of what the organization does, how it impacts the community, and the future direction of the organization. Producing Artistic Director and President, Board of Directors Marvel Gentry Davis explains, “Clearly, we are a great dance company and school. But we have never been focused solely on ballet. Now that we are leading arts innovators in dance, a part of the regional arts center movement and District A revitalization of the community, we really want our name to reflect who we are as leaders in arts innovation, community impact, and movement, encompassing all the genres of dance that we teach and perform, and the fact that we are leaders in the regional

arts movement and international dance with our *Gala of International Dance Stars.*” With the new name and brand, **arts innovation movement: aim cincinnati** will aim for excellence, diversity, innovation and building new audience throughout the region.

ballet tech cincinnati won the Scripps-Corbett award for Arts Innovation in 2008 because it is a leader in arts innovation with its excellent programming and community impact. It is a leader in the Kennedy Heights community through its work in District A, and a leader in the movement towards regionalism of the arts in Community Arts Centers - bringing great art forms into the various communities in Arts Centers throughout the region. It is also a recognized leader in building new dance audience, diversity in programming and diversity in audiences, as the company with the most diverse audience of any presenter in the region and co-collaborator with Cincinnati Ballet in *Cultures of Dance*, a landmark collaboration to create more interest, develop new dance audience, expand community outreach and promote diversity.

ballet tech cincinnati/arts innovation movement: aim cincinnati is on an aggressive timeline to complete the name change and brand transformation in time for its new fiscal year starting September 1, 2010 and to celebrate its 10th Anniversary Season at the Aronoff Center. The 2010-2011 Season Series marks **ballet tech cincinnati/arts innovation movement’s** tenth year serving the communities of Greater Cincinnati with excellent, innovative and diverse dance programming.

more

ballet tech cincinnati/arts innovation movement page 2

Award winning Producing Artistic Director Marvel Gentry Davis and her highly talented Artistic Team focus on excellence, diversity and innovation in each production and audiences get it. “It was wonderful!”, “I really appreciated the diversity of the choreography...and the diversity of the dancers”, “It was awesome!” **ballet tech cincinnati/arts innovation movement** Tenth Anniversary season premieres with *Twilight: from Dracula to Edward* on Friday and Saturday, October 15-16, 2010. *Twilight* will feature community and pre-professional dancers from age 5-60+, a great soundtrack, stunning sets and costumes and original choreography with a new, fun and entertaining twist.

The season will continue with the premiere of the *Leaping for Literacy* Production, Lord of the Jungle on April 15-16, 2011, a collaboration of local choreographers and dancers, great music, colorful sets and costumes. This family friendly show will highlight the Tarzan Stories from the series of books by Edgar Rice Burroughs and include a Cincinnati Arts Association SchoolTime performance on Friday morning, April 15, 2011. The highlight of the entire regional dance season, the 10th Annual *Gala of International Dance Stars* premieres on Saturday, August 13, 2011 for one night only, featuring the *best dancers, best companies and best choreography* in the world. Season Packages will be on sale in August, 2010.

TICKETS

Season Packages and Individual Tickets will go on sale August 14, 2010. \$26-\$62; to purchase, call 513.621.ARTS (2787) or go to www.balletechcincinnati.org, www.aimcincinnati.org or www.cincinnatiarts.org . Enjoy the Arts, Senior, Group and Family FourPack Discounts available. For more information call 513.841.2822

SPONSORS

Season sponsors include Multicultural Arts Initiatives from the Fine Arts Fund, Links/CES Fund of the Greater Cincinnati Foundation, Carol Ann and Ralph V. Haile US Bank Foundation, Greater Cincinnati Foundation and Macy's. The Ohio Arts Council helped fund this program with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. WGUC 90.9 FM and The Cincinnati Herald are Media Sponsors. The *Leaping for Literacy* project is sponsored by John A Schroth Family Charitable Trust, PNC Bank, Trustee. Raising the Barre Capital Campaign Sponsors include Carl Lindner, the State of Ohio, The City of Cincinnati, The Fine Arts Fund and private donors.

ballet tech cincinnati/arts innovation movement: aim cincinnati

The mission of Scripps-Corbett Award winner and ONE Award Finalist, **ballet tech cincinnati** which will soon become **arts innovation movement: aim cincinnati** is to educate, entertain and inspire by providing diverse and innovative programming that has a phenomenal community impact. Founded in 1997, **ballet tech cincinnati/arts innovation movement: aim cincinnati** is a non-profit 501 (C) (3) organization offering community dance classes and performances in its Kennedy Heights World Headquarters and numerous other venues including the Aronoff Center as a resident company. **ballet tech cincinnati/arts innovation movement: aim cincinnati** presents many

community performances each year featuring a wide variety of pre-professional and professional dancers, dance styles and music. Last season, we served over 15,000 audience members. We have the most diverse audience of any Cincinnati area presenter, and we are the only company that presents guest companies, an international Gala, and preprofessional dancers as part of our season series. Dance 2 Community Kids community outreach program introduces youth from underserved communities to dance and the Aronoff Center expanding the audience for the arts and downtown Cincinnati venues. Over 1500 children have attended ballets in this outreach. The *Leaping for Literacy* Project presents an annual spring production based on beloved children's stories, Touring Company performances in area schools, free outreach performances in area libraries and bookstores, a poster and poetry contest, and a book giveaway to promote family literacy. **ballet tech cincinnati/arts innovation movement: aim cincinnati** also collaborates with Cincinnati Ballet Company, Closing the Health Gap and The West End Arts Access Initiative to extend our reach and make dance more accessible for everyone. For more information about **ballet tech cincinnati/arts innovation movement: aim cincinnati**, visit www.balletechcincinnati.org or www.aimcincinnati.org.
