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**FOR IMMEDIATE RELEASE**

## **MEDIA ALERT**

### **BalletX Invites Media to Groundbreaking Event for its New Center for World Premiere Choreography**

**WHAT:** BalletX, Philadelphia's premier contemporary ballet company, is excited to announce the groundbreaking of its new Center for World Premiere Choreography (CWPC) at 1923 Washington Avenue in Philadelphia, PA. The new center represents the beginning of the company's next chapter in building stronger communities through dance.

BalletX's new home will be a vibrant dance space that will focus on the creation of new work for the company, opportunities for Dance eXchange students to continue learning, pre-professional intensives, and workshops for the community. The Center is part of the company's initiative to enhance civic life through a dedicated space that supports the work of dance artists. BalletX, known for transformative world premiere choreography and dance performances, looks forward to taking a leadership role on Washington Avenue as a new neighborhood center, and bridge to the cultural corridor on Broad Street's Avenue of the Arts.

The ceremonial event will feature Councilman Kenyatta Johnson who represents Philadelphia's 2nd district, and Ms. Kelly Lee of Creative Philadelphia. Teena Ferroni, President of BalletX's Board of Directors, and Christine Cox, BalletX Artistic and Executive Director will also speak.

**WHEN:** November 14, 2017  
3:30 p.m. - 4:30 p.m.

**WHERE:** The New Center for World Premiere Choreography  
1923 Washington Avenue  
Philadelphia, PA 19146

#### **INTERVIEW**

**OPPORTUNITIES:** Christine Cox, Artistic and Executive Director  
Tara Keating, Associate Artistic Director  
Kenyatta Johnson and Kathy Lee, BalletX Dancers

## **PHOTO**

**OPPORTUNITIES:** The official ribbon cutting of the new site with local officials, a preview of the new space, and a debut of the season's newest dance.

### **About BalletX:**

BalletX, Philadelphia's premier contemporary ballet, unites distinguished choreographers with an outstanding company of world-class dancers to forge new works of athleticism, emotion, and grace. Founded in 2005 by Christine Cox and Matthew Neenan, and now under the direction of Cox as Artistic & Executive Director, BalletX challenges the boundaries of classical ballet by encouraging formal experimentation while preserving rigorous technique. The company is committed to producing new works of the highest quality and integrity that bring the combined visions of choreographers and dancers to life and cultivate in audiences a collective appetite for bold, new dance. For more information, visit [www.balletx.org](http://www.balletx.org).