



CAROLINA BALLET THEATRE
ARTISTIC DIRECTOR HERNAN JUSTO

UPSTATE'S COMMUNITY LEADERS "STEPPING OUT" FOR BALLET

CBT launches "Ballots for Ballet" vote drive for Emerald Evening 2010

FOR IMMEDIATE RELEASE

February 9, 2010

Greenville, SC – Carolina Ballet Theatre announced today that it has launched a "Ballots for Ballet" vote drive for Emerald Evening 2010, its largest fundraising event of the year planned for Thursday, April 15th at downtown Greenville's Westin Poinsett Hotel. From today through the evening of April 15th, individuals can cast a vote for \$10 on www.carolinaballet.org in support of the couple they would most like to win Emerald Evening's "Dancing With The Stars" vignette, a lighthearted but spirited dance-off that has community leaders from and around Greenville stepping out – literally and figuratively – in a big way to help CBT reach its fundraising goal of \$50,000.

"The 'Ballots for Ballet' drive is a terrific and affordable way to enlist the support of many individuals who may want to contribute to the ballet, or support one of our community leaders dancing at Emerald Evening, even if they can't make it to the event," states Laura Hobbs, Executive Director of Carolina Ballet Theatre. "If one out of every 30 people who live in Greenville votes, we will make our goal of raising \$50,000 for Carolina Ballet Theatre."

Hobbs continues, "These funds will assist CBT with our mission of sharing the art of dance across the Upstate by offering more and varied educational and community outreach programs. This includes performances at The Children's Museum of the Upstate as well as local hospitals, SmartArts curriculum integration projects in the Greenville County Schools and growing our list of organizations that support families and youth in need who receive free tickets to The Nutcracker each holiday season."

In CBT's "Dancing With The Stars", eight Upstate leaders have been paired with company dancers:

- Rick Erwin (Owner, Rick Erwin's West End Grille) and CBT's Lara Koffskey
- Kimberly Kelly (Host, WSPA Channel 7's "Your Carolina" and "Scene On 7") and CBT's Peter Base
- Jacob Mann (Realtor, Coldwell Banker Caine) and CBT's Anina Harris
- Paul Savas (Executive/Artistic Director of The Warehouse Theatre) and CBT's Josha Spigner
- Myra Ruiz (Reporter, WYFF Channel 4) and CBT's Matt Harvey
- Amy Ryberg Doyle (Greenville City Council) and CBT's Sam Chester
- Bob Howard (President, Greenville Technical College Foundation) and CBT's Erica Wesselman
- Tajh Boyd (Clemson University football player) and CBT's Francesca Genovoese

The partners have begun practicing and will take lessons led by CBT's Artistic Director Hernan Justo and his wife, CBT's Ballet Mistress Anita Pacylowski-Justo. Each pair will perform a different number – some classic, some contemporary but all fun. Event sponsor Sharon Glickman of Sharon Kay Glickman Associates is providing presence coaching to the participants upon request.

“It is amazing to me how dance impacts people. Training with these notable men and women from the Upstate has allowed me as well as our entire company of dancers to get to know both the participants’ public and personal sides but also, and more interestingly, their ‘dance personality’, if you will,” explains CBT Artistic Director Hernan Justo. “To play a part in evoking the spirit that each of these people brings to their dance, and to witness their enthusiasm to be a part of CBT, is a big reason I am in this business.”

The couple with the most votes at the time the performances end at Emerald Evening on April 15th wins. In keeping with the fun, however, a panel of “judges” will determine which couple out-dances the rest. Judges include:

- Knox White (Mayor, City of Greenville)
- Kim Hassold (Editor-in-Chief, *TALK* Magazine)
- Alan Ethridge (Executive Director, Metropolitan Arts Council)
- Barbara Selvy (Founder, Carolina Ballet Theatre)

Roy Fluhrer, Executive Director of the Fine Arts Center, will serve as Emcee.

About Emerald Evening 2010

CBT’s largest annual fundraising and social event of the season, Emerald Evening 2010, will take place on Thursday, April 15th at 7:00 p.m. in the ballroom of the Westin Poinsett Hotel. The evening’s festivities will carry a Great Gatsby, Roaring 20s theme and will feature live entertainment, a silent auction as well as a local take on the hit TV program “Dancing With The Stars”, pairing well-known personalities from and around Greenville with CBT company dancers for a spirited dance-off. Co-chairing Emerald Evening 2010 are Jamie Prince, Founder of FLOURISH Integrated Communications, and Cathy Griffin. Sponsoring Emerald Evening 2010 are 10Best, Waddell & Reed, Metropolitan Arts Council, *TALK* Greenville Magazine, South Carolina Technology and Aviation Center (SCTAC), Jeff Hall Photo, The Green Room, Metromont Corporation, FLOURISH Integrated Communications, Hampden Clothing, and Sharon Kay Glickman Associates. Additional sponsorship opportunities are available for a limited time by contacting CBT Executive Director Laura Hobbs at (864) 404-6564 or lhobbs@carolinaballet.org.

Host tickets to Emerald Evening 2010 are \$100/individual or \$200/couple. Hosts receive access to a special “TALKeasy” VIP speakeasy sponsored by *TALK* Magazine from 6:00 to 7:00 p.m. preceding the evening’s festivities, as well as a very special and memorable surprise experience that evening. General admission tickets to Emerald Evening are also available at \$75/each. All tickets can be purchased through Carolina Ballet Theatre by calling 864-404-6564 or via its web site at www.carolinaballet.org.



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About CBT

Founded in 1972, Carolina Ballet Theatre has been a significant contributor to Greenville's vibrant arts and culture scene for more than thirty-five years. Those contributions became even more notable in recent years with the addition of Artistic Director Hernan Justo and his wife, nationally acclaimed dancer Anita Pacylowski-Justo. The talented couple's vision and passion, as well as the commitment of the Theatre's many volunteers and patrons, has evolved the pre-professional company into a professional powerhouse that continues to draw dancers and attention from around the world. Now in its seventh season as the area's premier professional dance company, Carolina Ballet Theatre boasts nine full-time professional dancers, three dance trainees, and an entire community of supporters.

Media Contacts

Laura Hobbs
Executive Director, Carolina Ballet Theatre
(864) 404-6564 | lhobbs@carolinaballet.org

Jamie Prince
FLOURISH Integrated Communications
(864) 248-0255 | jamie@startflourishing.com



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