
Sample Media Alert

FOR IMMEDIATE RELEASE: November 27, 2003

Media Contact: Kristin Steimel
512-370-3474, ksteimel@christianhubble.com

BALLET AUSTIN TO HOST CHILDREN'S HOLIDAY EVENT, YE OLDE TOY SHOPPE

*MORE THAN 200 CENTRAL TEXAS CHILDREN TO ENJOY SPECIAL PREVIEW INTO BALLET
AUSTIN'S HOLIDAY PRODUCTION, THE NUTCRACKER*

- WHO:** More than 200 children from Austin and surrounding areas, including Cedar Park, Northwest Hills, Westlake, and Round Rock will join Ballet Austin dancers and staff. Most children will be between the ages of 4 and 8.
- WHAT:** YE OLDE TOY SHOPPE, a fun and educational children's holiday event, which will provide children with the opportunity to pull taffy, learn to dance like the "mechanical dolls" in *The Nutcracker*, and more.
- WHEN:** Saturday, December 2, 2003, 7-9 p.m.
*Please note-the best time for video coverage is 7:45 p.m.
- WHERE:** Ballet Austin 3002 Guadalupe Austin, TX 78705
- WHY:** Ballet Austin will host a wide variety of unique events to heighten children's enthusiasm about the arts, particularly the upcoming performance of Ballet Austin's 38th annual holiday production of *The Nutcracker*.
- NOTE:** This event will not only be an excellent opportunity for a warm story about children preparing for the holidays and learning about the arts, but a great way to get a sneak preview of Ballet Austin's *The Nutcracker*-a production that has truly become a Central Texas holiday tradition!

-##-

Ballet Austin exists to create and present classically innovative arts and arts education programs. Under the leadership of Stephen Mills, Artistic Director, the company has emerged as one of the nation's premier ballet organizations recognized for its innovation in creation, arts education, and arts management. In addition to the company, Ballet Austin operates the Ballet Austin Academy.

From the Ballet Austin *Tool-kit*