

PENNSYLVANIA BALLET

ROY KAISER, ARTISTIC DIRECTOR 2012-2013 SEASON

FOR IMMEDIATE RELEASE

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PENNSYLVANIA BALLET DEBUTS REVAMPED PABALLET.ORG

New design boasts extensive photo archives, user-friendly navigation, full events calendar

Philadelphia, PA (July 31, 2012) – Pennsylvania Ballet debuts a revamped and redesigned Web site. The new paballet.org features a more user-friendly navigation, an easy-to-use events calendar, and most notably, a photo and video gallery with dozens of images from the Company's extensive repertoire and intimate behind-the-scenes shots, taken by Company photographer and former Principal Dancer Alexander Iziliaev.

"Our art form is an incredibly vivid visual experience," Artistic Director Roy Kaiser says. "This new design of our Web site reflects that beautifully."

With a sleek and contemporary look, the new paballet.org also features a live Twitter feed right on the home page, putting the latest Pennsylvania Ballet news center stage. With classes at The School of Pennsylvania Ballet beginning this fall, the Louise Reed Center for Dance set to open in January, and the Company's 50th Anniversary coming in the 2013-2014 Season, there will be no shortage of updates to share.

As always, paballet.org allows visitors to easily plan their trip to the theater, learn more about ballet, and find ways to get involved with the Company. Expanded dancer pages now feature photo galleries of Principals and Soloists, and answers to fun questions like "What's on your iPod?" and "What's your favorite thing about Philadelphia?"

Founded in 1963 by Balanchine student and protégée Barbara Weisberger, **Pennsylvania Ballet** is one of the nation's leading ballet companies. Headquartered in Philadelphia, the Company's annual local season features six programs of classic favorites and new works, including the Philadelphia holiday tradition, *George Balanchine's The Nutcracker*[™]. For more information, visit paballet.org or call 215.551.7000.

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