

# PENNSYLVANIA BALLET

ROY KAISER, ARTISTIC DIRECTOR 2012-2013 SEASON

## FOR IMMEDIATE RELEASE

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## **Pennsylvania Ballet Hits Highest Sales in 5 Years with *George Balanchine's The Nutcracker*<sup>TM</sup>**

Philadelphia, PA (January 31, 2013) – Pennsylvania Ballet's 2012 production of *George Balanchine's The Nutcracker*<sup>TM</sup> soared past sales goals to earn the Company \$2.3M in total revenue, making it their best-selling *Nutcracker* in five years.

“Not since 2007, when we debuted brand new costumes and sets for our *George Balanchine's The Nutcracker*<sup>TM</sup>, have we seen sales like this,” Executive Director Michael Scolamiero says. “The Company is cautiously optimistic about the prospect of new momentum around ticket sales.”

Pennsylvania Ballet's 2012 production of 23 performances, also marking its 25<sup>th</sup> Anniversary presentation of *George Balanchine's The Nutcracker*<sup>TM</sup>, exceeded its sales goals and exceeded 2011 totals by over \$130K and over 4,000 tickets.

Pennsylvania Ballet can be seen on stage next with Balanchine/Wheeldon/Tharp, February 7-10 at the Merriam Theater. Starting at \$30, tickets are on sale now at [paballet.org](http://paballet.org), by phone at 215.893.1999, and in person at the Kimmel Center Box Office.

Spring 2013 Season subscriptions are available at 215.893.1955 and at [paballet.org](http://paballet.org). Save up to 20% on single ticket prices with a custom subscription. Subscribers enjoy the best seats at the best prices, personalized service, lost ticket insurance, flexible ticket exchanges, a monthly payment plan, discounted parking, and more.

*George Balanchine's The Nutcracker*<sup>TM</sup> is presented by First Niagara.

PECO is a Lead Sponsor of *George Balanchine's The Nutcracker*<sup>TM</sup>.

The costumes and sets of Pennsylvania Ballet's production of *George Balanchine's The Nutcracker*<sup>TM</sup> were made possible by major support from The William Penn Foundation and Christa and Calvin Schmidt.

Pennsylvania Ballet's 2012-2013 Season sponsors include DoubleTree by Hilton Hotel, The Sporting Club at the Bellevue, and US Airways.

Pennsylvania Ballet receives support from the Pennsylvania Council on the Arts – a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency – and The Philadelphia Cultural Fund.

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*<sup>TM</sup>. For more information, visit [paballet.org](http://paballet.org) or call 215.551.7000.

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