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**FOR IMMEDIATE RELEASE**

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***THE TRANSFORMING LIVES CAMPAIGN:***  
**Miami City Ballet Launches Public Phase of \$55 Million Capital Campaign**



**MIAMI, FL – Miami City Ballet (MCB)** is pleased to announce the public phase of its comprehensive [\*\*\\$55 Million Transforming Lives Campaign\*\*](#). Launched in 2018, the campaign has reached over fifty percent of its goal and is based on four pillars – **artistry, community building, education, and organizational capacity** – areas identified as critical to further MCB’s ascending reputation as a globally recognized, leading arts organization.

Entering its 35<sup>th</sup> anniversary season, MCB is at an inflection point. Under the artistic direction of Lourdes Lopez, the Company has experienced a consistent boon in critical acclaim. The Company’s diverse roster of dancers and much of its recent programming are a clear reflection of the vibrant, culturally rich city in which it calls home. The Transforming Lives Campaign will provide vital resources needed to ensure the Company continues its upward trajectory by strengthening its financial footing in the aforementioned areas.

MCB Executive Director Tania Castroverde Moskalenko states, “The Transforming Lives Campaign is one of MCB’s most ambitious and is based on our steadfast belief that the arts transform the lives of all who engage in them, whether you are an artist, student, community member, or patron attending a performance. Under the leadership of Board Chairwoman Kristi Jernigan, our entire board of trustees has done a tremendous job laying the foundation for a successful campaign. It is important for the public to know that every gift makes a difference and that we have implemented a strategic, results-driven approach to carry out our campaign. As an organization, we take great pride in and consider it our responsibility to be trusted stewards in every community we serve in South Florida.”

**Artistry:** The Transforming Lives Campaign will enable the company to commission new works created by today’s foremost and emerging choreographers. The campaign will enable the Company to expand its existing repertory with seminal works by 20<sup>th</sup> Century masters, introducing audiences to works that have never been staged in South Florida. Additionally, the campaign will enable collaborations between cutting edge scenic, lighting, and costume designers, creating unique works of art that are made especially for and vividly reflect the cultural melting pot the company calls home. These impacts are already being felt as MCB brought four Company premieres to South Florida during the 2019/20 season: George Balanchine’s *I’m Old Fashioned*, Christopher Wheeldon’s *This Bitter Earth*, Justin Peck’s *Rodeo: Four Dance Episodes*, and *Firebird* – the iconic Balanchine/Robbins fairy tale that had never been performed by any company outside of New York City Ballet since its New York premiere in 1949.

**Community Building:** MCB believes that the arts elevate the cities and communities for all who engage in them and truly have the power to transform lives. The campaign will ensure consistent and increased access to high quality dance by partnering with communities bound by physical conditions or geography. And, funding will support families by providing early stage interventions for children with disabilities and at-risk youth. MCB Community Engagement programs are designed to positively influence lives through dedicated, compassionate, life-affirming programs that are rooted in ballet. In return, participants receive innumerable benefits such as increased self-esteem, a safe space for creative expression, opportunities for artistic achievement and advancement, and an overall enhanced sense of well-being.

**Education:** Every great arts organization has a responsibility to educate. New funding will allow MCB School to expand its classrooms and hire top teaching professionals. The Pre-Professional Division is attracting talented dancers from around the globe and today over the half of Company dancers are graduates of the School. This campaign will help accommodate a growing student body while increasing its ability to award scholarships. MCB wants to make ballet accessible to every student through superior training and proven programs that raise self-esteem, increase problem-solving and critical-thinking skills, and embed a lifelong passion for creativity. Not every student becomes a professional dancer but studying ballet provides essential life skills such as discipline, a strong work ethic, creative and mental flexibility, and a host of other invaluable skills not always found in the academic classroom.

**Organizational Capacity:** Investing in marketing, development, and human resources allows MCB to expand its audience, donor base, and staffing. MCB has attracted strong, diverse female leaders to oversee these key areas. Additionally, the campaign will grow our operating budgeting to \$22 million, secure a \$2 million cash reserve, and increase total assets from \$10.4 million to \$18.8 million.

**Give to The Transforming Lives Campaign today by visiting**  
<https://www.miamicityballet.org/support/transforming-lives-campaign>.

Media inquiries, contact Amber Dorsky at [amber.dorsky@miamicityballet.org](mailto:amber.dorsky@miamicityballet.org) or 305.929.7000 ext. 7189.

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## **ABOUT MIAMI CITY BALLET**

Miami City Ballet (MCB), now in its 34th season, has grown this season to 53 dancers and a repertoire of more than 100 ballets. As one of the most renowned ballet companies in the country, Miami City Ballet performs for nearly 125,000 patrons annually during its South Florida home season in Miami, Fort Lauderdale, West Palm Beach, and Naples, and tours to top theaters domestically and internationally, including recent visits to New York City, Washington, D.C., Chicago, and Los Angeles.

Miami City Ballet School, the official school of Miami City Ballet, is one of the most respected ballet training academies in America. The School's faculty, challenging syllabus, and affiliation with Miami City Ballet make it a place where all students — from children to adults — receive comprehensive dance training. The School trains students, ages 3-18 year-round, granting more than \$600,000 in scholarships annually. More than 500 adults participate in a vibrant community division.

Executive Director Tania Castroverde Moskalenko and Artistic Director Lourdes Lopez lead the company. Lopez was recently awarded the prestigious Dance Magazine Award in 2018 and was named one of "The Most Influential People in Dance Today." She is on the Ford Foundation Board of Trustees.

Miami City Ballet was founded in 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director Edward Villella. It is headquartered in Miami Beach, FL, at the Ophelia & Juan Js. Roca Center, a facility designed by renowned architectural firm, Arquitectonica.

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### **MIAMI CITY BALLET HOME THEATERS:**

#### **Adrienne Arsht Center for the Performing Arts**

Ziff Ballet Opera House  
1300 Biscayne Boulevard  
Miami, FL 33132

#### **Kravis Center for the Performing Arts**

Alexander W. Dreyfoos, Jr. Concert Hall  
701 Okeechobee Boulevard  
West Palm Beach, FL 33401

#### **Broward Center for the Performing Arts**

Au-Rene Theater

201 S.W. Fifth Avenue  
Ft. Lauderdale, FL 33312

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Major funding for Miami City Ballet is provided by the John S. and James L. Knight Foundation, a national foundation with strong local roots, investing in journalism, in the arts, and in the success of cities where brothers John S. and James L. Knight once published newspapers. The Foundation's goal is to foster informed and engaged communities, which they believe are essential for a healthy democracy.

Miami-Dade County support is provided by the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Mayor, and the Miami-Dade County Board of County Commissioners.

Support for Miami City Ballet in the Palm Beaches is generously sponsored in part by the Board of County Commissioners, the Tourist Development Council and the Cultural Council of Palm Beach County.

Broward County funding is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and Greater Fort Lauderdale Convention & Visitors Bureau.

The Company is sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Council on Arts and Culture.

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