



CULTURAL
AMBASSADOR
TO THE WORLD

ALVIN AILEY AMERICAN DANCE THEATER

THE JOAN WEILL CENTER FOR DANCE 405 WEST 55TH STREET, NEW YORK, NY 10019-4402 PH 212.405.9000 FX 212.405.9001 WWW.ALVINAILEY.ORG

Alvin Ailey, Founder JUDITH JAMISON, ARTISTIC DIRECTOR Masazumi Chaya, Associate Artistic Director
Robert Battle, Artistic Director Designate Sharon Gersten Luckman, Executive Director

Press Contacts:

Christopher Zunner:
212.405.9028 / czunner@alvinailey.org
Billy Zavelson:
212.944.9444 / billy@kornbergpr.com

VOTE AILEY NOVEMBER 29- FEBRUARY 20!

ALVIN AILEY AMERICAN DANCE THEATER SELECTED AS A CANDIDATE FOR FUNDING THROUGH MEMBERS PROJECT FROM AMERICAN EXPRESS AND TAKEPART

(New York)- November 29, 2010 - Alvin Ailey American Dance Theater is proud to announce its selection as a charity candidate in Members Project, a partnership between American Express and TakePart. Starting today, supporters and fans of Alvin Ailey American Dance Theater can go online and vote once a week through February 20th to help the organization become one of five charities to share a total of \$1,000,000 in funding from American Express. If selected as a winner, funding will assist the Ailey organization in extending its ability to reach a wider global audience, expanding education programs for underserved youth, and providing scholarships for talented young dancers.

"We are very excited about this unique opportunity to have the votes of Ailey enthusiasts directly assist us in furthering Alvin's mission of delivering dance back to the people," said Judith Jamison, artistic director of Alvin Ailey American Dance Theater. "As we celebrate 50 years of Revelations this season, I hope that everyone who has ever been moved by the Company will vote for us weekly. Winning funding from Members Project would truly be the best birthday present for Revelations' 50th anniversary, and would help us educate and entertain for 50 years to come!"

Since 1958, Alvin Ailey American Dance Theater has traveled the world, inspiring and uniting people of all backgrounds in a universal celebration of the human spirit. Recognized by U. S. Congress as a vital American "Cultural Ambassador to the World," the Company has remained committed to founder Alvin Ailey's mission of *delivering dance back to the people* through exciting performances, training education and community programs. *Revelations*, Alvin Ailey's 1960 masterwork called a must-see for all people, has been performed for over 23 million people in 71 countries on six continents over the past 50 years, becoming the most performed and loved modern dance ever! Hailed by *The New York Times* as "modern dance's unquestionable greatest hit," *Revelations* has brought audiences around the globe to their feet year after year as they rejoice in the work's exploration of places of deepest grief and holiest joy in the soul.

If chosen as one of the five winners by, Ailey has committed to use the funds provided by Members Project to expand invaluable education programs and world class training for young dancers. Currently, The Ailey School offers one of the most extensive dance education programs in the world, training approximately 3,500 students and offering over 300 scholarships annually, as well as a pioneering Bachelor of Fine Arts degree program with Fordham University. Each year, Ailey Arts In Education & Community Programs around the country help over 100,000 young people reach their full potential through innovative programs like AileyCamp, a unique summer day camp in 10 cities for at-risk youth. Also, in-school and after-school residencies use dance and Alvin Ailey's signature masterpiece, *Revelations*, to teach language arts, history and the joy of movement.

Visit www.VoteAiley.org for more information on how your online vote can help Ailey bring dance to the people!

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VOTE AILEY!

Starting today, Alvin Ailey American Dance Theater supporters and fans can vote by visiting www.takepart.com/membersproject and voting for Ailey in the arts category once a week until February 20th, 2011. Voting opens at midnight PST every Monday, and closes at 11:59 pm PES every Sunday. Fans can also sign up for a weekly voting email reminder at VoteAiley.org

MEMBERS PROJECT:

Members Project is a partnership between American Express and Takepart, a social action network. Members Project encourages everyone, including non-American Express Cardmembers, to help support worthy causes and charitable organizations.

ABOUT THE AILEY ORGANIZATION:

Alvin Ailey American Dance Theater, recognized by U.S. Congressional resolution as a vital American “Cultural Ambassador to the World,” grew from a now-fabled 1958 New York performance that changed American dance. Now led by Judith Jamison, joined by artistic director designate Robert Battle, the Company has performed for an estimated 23 million people in 71 countries on 6 continents, including two historic residencies in South Africa, celebrating the African-American cultural experience and the American modern dance tradition. The Ailey organization also includes; Ailey II (1974), a second company of young dancers and choreographers; The Ailey School (1969), extensive dance training programs; Ailey Arts in Education & Community Programs, bringing dance into classrooms and communities; and The Ailey Extension, dance and fitness classes for the general public at Ailey’s home – The Joan Weill Center for Dance in New York City—the nation’s largest building for dance.

For more information, visit www.alvinailey.org.

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