

BALLET *Chesapeake*

FOR IMMEDIATE RELEASE

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Harford Ballet Company Changes Name to Ballet Chesapeake

Bel Air, MD (July, 2015) – After 16 years as the premier classical and contemporary dance company in the Northern Maryland region, Harford Ballet Company has renamed itself Ballet Chesapeake.

The past several years have been filled with great success and joy for the ballet company. Company members have worked extremely hard at developing their art. The instructors and choreographers have continued to push the bounds of physically demanding and artistically breathtaking works. The parents have dedicated their precious time and energy to support the dancers and have spearheaded the many tasks that have resulted in great productions. The community has reached out to embrace and support the company through financial gifts and unflagging enthusiasm. Because of all of this support, Harford Ballet Company has been a success and continues to grow and develop.

This growth is opening up opportunities for the organization to embrace a larger community and touch a wider audience. Over the next several years, the organization will begin to perform in more diverse venues in a much larger geographic region as a way to engage a broader audience and provide company members with greater exposure and opportunities.

To reflect the expanding scope and goals, Harford Ballet Company has undergone a transformative rebranding campaign and is now doing business as Ballet Chesapeake.

This change is a reflection of the success at growing the company and the dedication to take the next step from being a local company to a regional company. Day-to-day operations will stay substantially similar, but the organization is now conducting efforts to draw in a broader base of stakeholders, promote the company to a wider audience and book larger venues to showcase our dancers and their level of excellence.

About Ballet Chesapeake

Ballet Chesapeake is a non-profit 501(c)(3) organization overseen by an advisory Board of Directors who work with the executive director and artistic director to provide administrative support for the Company. The Company's annual season features two programs of classic favorites and new works, including the holiday tradition, *The Nutcracker*.

Ballet Chesapeake receives state arts funding through a grant from the Maryland State Arts Council and the Harford County Cultural Arts Board and constantly seeks financial backing for the valuable art of ballet through memberships, grants, and personal and corporate donations.

About Dance Conservatory of Maryland

Dance Conservatory of Maryland is the premier classical and contemporary dance program in Harford County and the Northern Maryland region. Headquartered at the 40-acre historic Millstad property on Whitaker Mill Road, three miles south of Bel Air, the 5,000 square foot facility houses the conservatory as well as the headquarters for Ballet Chesapeake

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