



**FOR IMMEDIATE RELEASE**

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## **Ballet Arizona Awarded Major Grant**

**PHOENIX, Ariz., (December 18, 2017)** – Ballet Arizona is proud to announce today it has received an 18-month Next Steps Grant award in the amount of \$100,000 from the Flinn Foundation Board of Directors.

The grant will allow Ballet Arizona to conduct an audience and market study to increase understanding of the preferences, expectations and needs of patrons of the Ballet's core creative products.

The Flinn Foundation began funding arts and culture in 1984 and is one of Arizona's largest private funders of the sector. It helps organizations like Ballet Arizona, as well as many other arts and culture organizations, improve stability through integration of creative programming and long-term fiscal planning. Since 2002 The Flinn Foundation has invested more than \$450,000 in Ballet Arizona supporting audience development and financial health initiatives.

"We look forward to applying this support from the Flinn Foundation for this project that will engage artistic leadership and key board members in meaningful discussion of programming strategies that would work in tandem with marketing strategies to build audiences," said Samantha Turner, Ballet Arizona's Executive Director.

"We are pleased to support Ballet Arizona's dialogue with its patrons and look forward to witnessing how this project influences the Ballet's innovation," said Tammy McLeod, President and CEO of the Flinn Foundation. "An arts and culture sector responsive to the community it touches is crucial to improving the quality of life in Arizona."

The Foundation's officer for this award will be William A. Read, Ph.D., Senior Vice President, Research and Special Programs.

### **Ballet Arizona**

Ballet Arizona, approaching its 32<sup>nd</sup> season, is dedicated to preserving and celebrating classical dance while creating new and innovative works. Under the artistic direction of internationally acclaimed choreographer Ib Andersen - a former Principal Dancer with The New York City Ballet and The Royal Danish Ballet - Ballet Arizona follows his lead to the future of dance in Arizona. The

School of Ballet Arizona, promotes access to the art form of ballet through dance education, with a focus on excellence in the form, directing each student to a life-long love of dance. Following this vision, Ballet Arizona connects to more than 35,000 children and families every year through its free and low cost outreach programs. Please visit [www.balletaz.org](http://www.balletaz.org) for more information.

**Flinn Foundation**

The Flinn Foundation, a Phoenix-based private, nonprofit, grantmaking organization, was established in 1965 by the late Dr. and Mrs. Robert S. Flinn with the mission of improving the quality of life in Arizona to benefit future generations. The Foundation supports the advancement of Arizona's bioscience sector, arts and culture in Arizona, the Flinn Scholars Program, and the Arizona Center for Civic Leadership. For more information go to <https://www.flinn.org/>.