

FOR IMMEDIATE RELEASE
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Ballet Lubbock Announces New Executive Director

Ballet Lubbock is pleased to announce the appointment of Nicholas Dragga as Ballet Lubbock's new Executive Director effective immediately.

"As the President of Ballet Lubbock I am looking forward to working with Nick in the Executive Director role," says Nathalee Lowrie. "His youthfulness and fresh ideas as well as his congenial personality create a catalyst for Ballet Lubbock. With this catalyst Ballet Lubbock will be able to reach new heights. As a community join with me in welcoming Nicholas Dragga as 'the new face' of Art in Motion at Ballet Lubbock."

In partnership with Yvonne Racz Key, Ballet Lubbock Artistic Director, and the Board of Directors, Mr. Dragga will play a key role in leading and shaping the direction of Ballet Lubbock as they embark on several ambitious projects including the Choreographer's Showcase Concert, a newly structured Fall Performance, and bringing the 2012 Spring Production, *Cinderella* back to the Civic Center in conjunction with the Lubbock Arts Festival. Nicholas will also be responsible for all non-artistic functions including marketing, annual fundraising and grant writing, finance, administration, planning, and operations.

"Between Ballet Lubbock's outreach, educational, and performance activities, Ballet Lubbock is a true cultural asset to the South Plains," said Dragga. "I am thrilled to be a part of Ballet Lubbock's ambitious and exciting next chapter."

With a background in the arts, Nicholas Dragga has experience in arts administration previously working as the Marketing Director for the Lubbock Symphony Orchestra where he designed a marketing campaign that helped increase season ticket sales by 25%, individual ticket sales by over 30%, and increased program advertisement revenue by over 50%. Most recently Nicholas has worked as the Marketing/Public Relations Coordinator for Ballet Lubbock who has enjoyed sold-out productions, increased sponsorships and an increase of local business support by over 80%.

About Ballet Lubbock

Founded in 1969 by Suzanne Aker, Ballet Lubbock is a private, nonprofit organization with a mission to provide classical ballet training to students from ages three through adult, to maintain a pre-professional performing company, and to make classical dance accessible to our entire community.

Ballet Lubbock alumni have gone on to professional dance careers and teaching posts in the U.S. and abroad. Ballet Lubbock is the only pre-professional school of classical ballet with a performing company in West Texas/Eastern New Mexico. Students from the school are consistently accepted to the nation's top-ranked professional summer ballet programs and intensives.

Ballet Lubbock is the only dance school in our region that provides scholarships to students who demonstrate financial need and artistic merit. Two types of scholarships are made available on an annual basis: tuition scholarships for the Ballet Lubbock School and summer workshop scholarships for intermediate to advanced students who are traveling to the nation's top summer programs.

For more information, including details about the Ballet Lubbock School and pre-professional Company, guest artist bios, or for interviews/images, contact Executive Director Nicholas Dragga
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