



ALVIN AILEY AMERICAN DANCE THEATER

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Alvin Ailey, Founder JUDITH JAMISON, ARTISTIC DIRECTOR Masazumi Chaya, Associate Artistic Director

Robert Battle, Artistic Director Designate Sharon Gersten Luckman, Executive Director

CULTURAL
AMBASSADOR
TO
THE WORLD

TARGET 1960 NIGHT CELEBRATES *REVELATIONS* AT 50 WITH ALL SEATS FOR \$19.60 ON DECEMBER 2ND

TICKETS AVAILABLE ON SEPTEMBER 25TH AT NEW YORK CITY CENTER BOX OFFICE



HOPE BOYKIN AND ROSALYN DESHAUTEURS IN ALVIN AILEY'S *REVELATIONS*.
PHOTO BY PAUL KOLNIK

(New York)—September 20, 2010 – Honoring the 1960 premiere of *Revelations*, Alvin Ailey's signature masterwork, all tickets will be specially-priced at just \$19.60 for Target 1960 Night on Thursday, December 2nd. Generously sponsored by Target, tickets for this Alvin Ailey American Dance Theater performance will ONLY be sold at the New York City Center box office on Saturday, September 25th.

"Target is honored to support such a remarkable milestone as 50 years of *Revelations* – a timeless American classic," said Laysha Ward, president of community relations at Target. "We are also proud to partner with the Ailey organization as part of Target's ongoing commitment to providing families with the opportunity to experience the arts together and learn about different cultures, traditions and points of view."

Called a must-see for all, *Revelations* has been viewed by more people around the world than any other modern work, and it continues to bring audiences to their feet year after year. A classic tribute to the resolve and determination of a people, the ballet is set to a suite of traditional gospel spirituals that explores the emotional spectrum of the human condition. After five decades, *Revelations* has proven to be a cultural landmark in the world of dance, effortlessly

maintaining its undeniable qualities of originality and elegance, while continuing to inspire and enthrall audiences everywhere.

Target's extraordinary ticket offer for the December 2nd performance is one of many *Celebrating Revelations at 50* highlights that are sure to move audiences with guest appearances, special events and live music performances, including a pre-performance **short film with exclusive footage and interviews with Alvin Ailey by Emmy Award-winning director, Judy Kinberg.**

"Target 1960 Night will extend the remarkable artistry of the Alvin Ailey American Dance Theater and inspiring work of *Revelations* to even more audiences," explains Artistic Director, Judith Jamison. "Alvin Ailey always believed that dance came from the people, and it should be delivered back to the people. I am thrilled that is Target generously joining in our mission to do just that."

Tickets will only be available on Saturday, September 25th at the New York City Center Box Office (131 West 55th Street between 6th and 7th Avenues) starting at 9am (available while supplies last). This on-sale event will offer free giveaways including water bottles and handheld fans designed with iconic *Revelations* imagery. Arrive early for the best seats as tickets will be sold on a first-come, first-served basis (limit four per person). For further information, visit www.alvinailey.org/target1960.

For a complete 2010-11 New York City Center schedule with performance details and schedule please visit, www.alvinailey.org



Target is the sponsor of Target 1960 Night.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,743 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

TARGET 1960 NIGHT – Saturday, September 25th, 9AM

CELEBRATING REVELATIONS AT 50 IN A ONE-NIGHT-ONLY PERFORMANCE WITH ALL TICKETS PRICED AT \$19.60.

TICKETS ON SALE – BOX OFFICE ONLY: Saturday, September 25th at 9am (while supplies last)

NEW YORK CITY CENTER BOX OFFICE

131 West 55th Street, between 6th and 7th Avenues, New York, NY

- FOUR ticket limit per person.

-Please note that lines are expected and patrons are advised to arrive early and plan accordingly.

TICKET TO DANCE

THE AILEY EXTENSION BRINGS THE MAGIC OF REVELATIONS FROM THE STAGE TO THE AILEY STUDIOS.

The Ailey Extension program of dance and fitness classes for all is pleased to offer ticket holders a free class with their ticket stub from an Ailey performance. This offer is good for one-year from the performance date for first time students, and for returning students when purchasing a 10-class card.

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For further information on tickets, which start at \$25, visit www.alvinailey.org.