

ALVIN AMERICAN AILEY DANCE THEATER

50
YEARS
CULTURAL
AMBASSADOR
TO THE
WORLD

GIVE THE GIFT OF AILEY THIS HOLIDAY SEASON

For 50 years, people around the world have been inspired by Alvin Ailey American Dance Theater whose New York performances have become a joyous holiday tradition.

Just in time for the holidays and Ailey's 50th anniversary season beginning December 3rd Mattel, Movado, Chronicle Books and Hallmark are celebrating Ailey with special merchandise making it possible for everyone to bring the "Ailey Spirit" home for the holidays.

All images below available for click download.

Alvin Ailey Barbie® Doll

The Alvin Ailey Barbie Doll, the newest addition to the Barbie® Collector Pink Label™ series, was designed by Alvin Ailey American Dance Theater Artistic Director, Judith Jamison. The doll reflects the famed beauty and grace of the Company and its world-class dancers. Featuring the fully posable Pivotal™ body, with twelve points of articulation, rooted eyelashes and a foot sculpt unique to the Alvin Ailey Barbie, the doll is ready to take to the stage in her outfitted dress from the "Wade in the Water" section of the dance masterpiece *Revelations*.

Beginning in mid October 2008, the Alvin Ailey Barbie Doll will be available at Target stores and through the Ailey Boutique www.aileyboutique.com. Starting in December of 2008, the doll will be available at all major toy retailers, Alvin Ailey American Dance Theater performances, Barbie Collector Direct Mail Catalog, www.barbiecollector.com, and select U.S. Dealers.



Ailey Movado Museum Dial Timepiece

With a name that means "movement" in Esperanto, the luxury watchmakers at Movado are the perfect partners for Alvin Ailey American Dance Theater (AAADT). In celebration of AAADT's 50th anniversary, Movado will issue a commemorative watch exhibiting the precision and artistry that the Ailey dancers have demonstrated over the last 50 years. The watch will be crafted in Movado's Museum Dial style, and will become available beginning in the winter of 2008. During the month of December, Movado will generously donate a portion of the proceeds from the sale of each watch to the Ailey organization. Movado boutiques, select Macy's and www.Macys.com will carry the special watch.

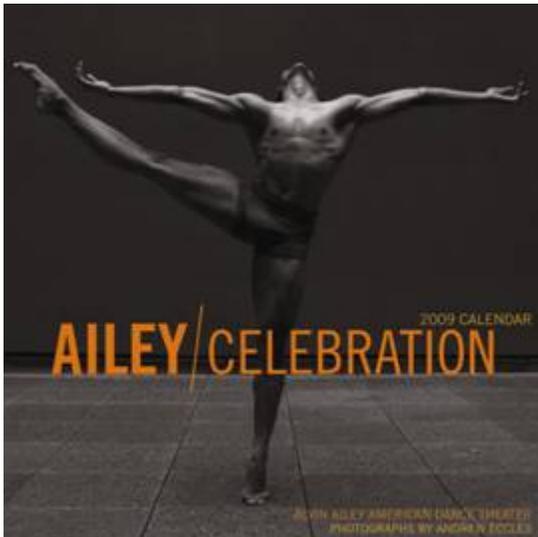


Movado is also providing major support for a new production of Alvin Ailey's *Blues Suite*, his classic work that originally premiered on March 30, 1958, and marked the birth of AAADT.

Ailey Ascending Photographic Book

Ailey Ascending: A Portrait in Motion, celebrates Ailey's 50th anniversary with all new photographs of the Company by acclaimed photographer Andrew Eccles. The book spans the entire Ailey experience and includes breathtaking, never-before-seen photographs of AAADT, in addition to a selection of new photographs of Ailey II, The Ailey School, and Ailey's Arts In Education and Community Programs.

Ailey Ascending is primarily visual with approximately 90 photographs, including photographs of performances, behind-the-scenes activities, and stunning portraiture of the Ailey dancers, all shot specifically for the book by Eccles. The book will be sold at www.aileyboutique.com, Barnes and Noble, as well as a host of other bookstores. Suggested Retail Price: \$50.00



2009 Ailey/Celebration Calendar

All-new Andrew Eccles photography will be included in the 2009 Alvin Ailey American Dance Theater calendar entitled Ailey/Celebration. The calendar, with 12 selected photos from the forthcoming book, is available now and retails for \$12.95. The calendar is sold on Aileyboutique.com as well as a host of other calendar stores.

Ailey Hallmark Cards

Alvin Ailey American Dance Theater has worked closely with Hallmark to develop six moving Mahogany greeting cards featuring inspirational photographs of Ailey dancers by Andrew Eccles. The images of the dancers exemplify the touching messages of essence, presence, inspiration, power, passion, and rhythm with which they are paired.

Cards are **now** available in 3,780 stores across the country, including Hallmark Gold Crown stores, CVS, Walgreens, Kroger, and Wal-Mart for a retail price of \$2.49.

