

ALVIN AILEY AMERICAN DANCE THEATER

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The Ailey Organization Launches Redesigned Website

New Initiative Brings Ailey Artistry, Spirit and Accessibility to Online Audiences

July 20, 2010 (New York, N.Y.) The Ailey organization recently launched a redesigned website extending the online reach of all of Ailey's components: Alvin Ailey American Dance Theater, Ailey II, The Ailey School, The Ailey Extension, and Ailey Arts In Education and Community Programs. The redesign embodies the organization's forward-thinking vision and commitment to the evolving needs of its growing audience of patrons, fans, students, and dance educators. The new website, www.AlvinAiley.org, features expanded content and streaming media including video clips highlighting Ailey's performances and programs along with interactive historical timelines. The site incorporates bold colors and graphics, completely new navigational tools, and brings the artistry, passion and accessibility of the Ailey performance experience online.

The new website is part of a million dollar project made possible by funding from the Doris Duke Charitable Foundation's "Leading for the Future" initiative, administered by the Nonprofit Finance Fund. "Our new website is a major step towards a larger goal of building and sustaining audiences in today's rapidly changing environment filled with new technologies and interactive entertainment options," says Bennett Rink, Senior Director of Development and External Affairs. "We aim to be at the forefront of developing a transformative patron engagement program that will deepen and enrich our audience's online 'Ailey experience' and provide a model to benefit the performing arts field. "

For more than a year, Ailey worked on the site redesign with a number of vendors including Capacity Interactive as project manager. "Ailey's website is now atop the performing arts field," says Erik Gensler of Capacity Interactive. "It utilizes the latest e-marketing technologies and advanced analytic tools to provide a dynamic, user-driven experience for dance lovers online." HUGE, a forerunning digital design and technology firm, was responsible for the design of the site. "We wanted to capture the passion and grace of the Alvin Ailey American Dance Theater, while simultaneously making it visually arresting and intuitive to navigate," said Lilie Chang, Engagement Director at HUGE. "Ailey is among the premiere dance organizations in the world, and they deserve a premiere web presence. We're proud to have worked with them on this project."

New Site Features Include:

- **New Design and Bold Imagery**- More fully communicates Ailey's dynamic spirit and features full screen images of acclaimed dancers.
- **New Navigation**- Dynamic dropdown menus with images, explanatory text and site search integration.
- **Master Calendar**- Creation of one master calendar that integrates full company offerings and is a part of the core experience of the site. The calendar showcases repertory and class offerings using video and images.
- **Performance & Class Selection Tool**- Online selection tool built into master calendar helps guide users through the performance and class selection process. Users can filter by date, location, music genre, technique and much more.
- **Enhanced Engagement:**
 - **New Online Pressroom**- Virtual newsroom that stores press coverage, press releases, and an image library for journalists and fans.

- **Incorporation of Sharing Tools**- Ability for users to share pages and content and post to social media platforms.
- **Full History Slideshow**- New slideshow highlights Ailey's rich history with historical images and links to repertory created throughout the years.
- **New Ailey Shop**- Improved online store featuring larger product images and a new bold look.
- **Email Preferences**- New tool allows users to choose what types of emails they want to receive from Ailey.
- **Detailed Repertory and Biographical Listings**- Detailed listings for all dancers and repertory pieces. Incorporation of images and video for Alvin Ailey American Dance Theater, Ailey II, workshops, and classes.
- **New Ailey Blog**- Ailey online community with behind-the-scenes content and images allowing users to share responses and leave comments.
- **Enhanced Analytics**- Tool included to better understand website interactions, which will aid in responsiveness to user interests.

Every day, thousands of users visit www.AlvinAiley.org to find out information about performances, classes, and community programs. “We are thrilled that our new website will advance Ailey’s mission of bringing dance into people’s lives around the world, furthering our reach through an extended online Ailey Family.” says Mr. Rink.

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Support provided by Leading for the Future Initiative, a program of the Nonprofit Finance Fund, funded by the Doris Duke Charitable Foundation

DESIGN TEAM AND VENDORS:

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| Site Design, Strategy & Programming | HUGE Inc. | www.HugeInc.com |
| Strategy and Project Management | Capacity Interactive Inc. | www.CapacityInteractive.com |
| Pressroom and Blog | iPressroom Corporation | www.iPressroom.com |
| Shop | The ARACA Group | www.Araca.com |
| Email | eWay Direct | www.eWayDirect.com |

ABOUT THE AILEY ORGANIZATION:

Alvin Ailey American Dance Theater (AAADT), recognized by U.S. Congressional resolution as a vital American “Cultural Ambassador to the World,” grew from a now-fabled March 1958 performance in New York that changed forever the perception of American dance. The Company has performed for an estimated 23 million people in 71 countries on 6 continents, promoting the uniqueness of the African-American cultural experience and the preservation and enrichment of the American modern dance tradition. The Ailey organization also includes Ailey II (1974), a second performing company of emerging young dancers and innovative choreographers; The Ailey School (1969), one of the most extensive dance training programs in the world; Ailey Arts in Education & Community Programs, which brings dance into the classrooms, communities and lives of people of all ages; and The Ailey Extension (2005), a program offering dance and fitness classes to the general public, which began with the opening of Ailey’s permanent home—the nation’s largest building dedicated to dance—named The Joan Weill Center for Dance, at 55th Street at 9th Avenue in New York City. For more information, visit www.AlvinAiley.org.