

Karen Kain
Artistic Director

Media Release

#4/58

The National Ballet of Canada Challenges Toronto's Advertising and Design Community

On Stage
Four Seasons Centre
for the Performing Arts

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Centre for
The National Ballet
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Charitable
Business Number
11905 1449 RR0001

August 7, 2008... The National Ballet of Canada announced today a new marketing initiative involving a group of Canada's best advertising and design agencies to promote the 2008/09 Season.

GJP Gee Jeffery & Partners, John St., Leo Burnett Company Ltd., Smith Roberts and The George Partnership, along with the Ontario College of Art & Design (OCAD) will each create a campaign for a ballet production in the 2008/09 Season. Each agency will donate its time and creative prowess to the National Ballet and the initiatives will be incremental to the National Ballet's regular advertising.

Each agency was awarded their ballet yesterday during a briefing with Artistic Director, Karen Kain. *In The Upper Room* will be promoted by Leo Burnett Company Ltd., *The Seagull* by OCAD, *Innovation* by GJP Gee Jeffery & Partners, *Romeo and Juliet* by Smith Roberts, *Giselle* by The George Partnership and *Carmen* by John St. OCAD students of the Graduating Class Advertising Program will complete the assignment with the guidance of Advertising Chair, Tony Kerr.

Board Member and President of Saffer Group, **David Saffer**, noted, "We are overwhelmed by the positive response of the advertising agency community to this initiative. Our research shows us that many more people love the National Ballet than actually attend its performances, so we wanted to find new ways of reaching out."

The agencies were selected with the assistance of Ian Mirlin, Board Member Suzanne Sauvage and Mr. Saffer. The agencies had to meet specific criteria such as great creative and strategic reputations, innovative thinking and a passion for the arts. The agencies reflect a mix of large, medium and small-sized firms.

The 2008/09 season is presented by CTV and The Globe and Mail.

The National Ballet of Canada gratefully acknowledges the ongoing support of the Canada Council for the Arts; the Ontario Arts Council; the City of Toronto through the Economic Development, Culture and Tourism Department; The Government of Canada through the Honourable Josée Verner, Minister, the Department of Canadian Heritage, the Government of Ontario; the Ontario Arts Foundation; the Ontario Trillium Foundation.

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