

FOR IMMEDIATE RELEASE

COLORADO CONSERVATORY OF DANCE TO PRESENT VIRTUAL FUNDRAISING GALA
Annual Blossom Ball Features “Lights Up: Towards a Brighter Future” Theme

(BROOMFIELD, CO, March 29, 2021) Colorado Conservatory of Dance (CCD) is proud to host its annual Blossom Ball fundraising gala virtually again this year as it seeks to raise \$50,000 to assist with the organization’s efforts to endure the effects of the COVID-19 pandemic and ensure its ability to continue to fulfill its mission to unleash individual potential and invigorate community through dance. The event will be fully interactive, featuring special guests, activities for participants, and a number of entertaining fundraising components and will once again be hosted live by Artistic Director Julia Wilkinson Manley and Executive Director Richard Cowden. The live-streamed event will be on Friday, June 4 from 7:00-8:00 PM, and ticketing information is listed below.

Despite profound losses of revenue from decreased enrollment and closed live performance venues, CCD has leveraged its community’s creativity, passion, and innovative spirit to stay alive during an era that has seen many similarly-sized nonprofit arts organizations cease operations completely. Among other initiatives, the past year has seen the following emerge from the exceedingly challenging conditions:

- CCD pivoted in less than a week to fully online instruction—one of the first dance organizations in America to do so.
- The organization still managed to deliver community education programs to over 10,000 at-risk individuals through virtual and hybrid delivery, working directly with over 400 students in area at-risk schools using dance as a tool to teach core curriculum and Colorado model content standards.
- Over 150 students learned ballet weekly as part of their after-school ballet programs, often virtually.
- CCD provided nearly \$90,000 in tuition assistance and scholarships to students who would otherwise not have had the means to study dance, including economic crisis waivers to families who lost income during the pandemic.
- The Conservatory continued to teach adaptive dance to over 40 students with special needs on an ongoing basis.

Those interested in participating can provide support in numerous different ways and help CCD reach its fundraising goal by attending the event, making a donation, or becoming a virtual table sponsor. \$1,000 sponsorships are available and include 10 event ticket links, logo/name recognition at the event, social media recognition, and playbill advertising. Please contact Executive Director Richard Cowden at rcowden@ccdance.org before May 17, 2020 to sponsor a virtual table.

AT A GLANCE

WHAT: Blossom Ball Fundraising Gala, “Lights Up: Towards a Brighter Future at CCD”

WHO: Colorado Conservatory of Dance

WHEN: Live-streamed on Friday, June 4
7:00-8:00 PM

TICKETS: Available through the CCD website at <http://ccdance.org/blossomball>