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**PRESS RELEASE**

**6/1/2020**

**PENNSYLVANIA BALLET RELEASES FIRST-EVER DIGITAL SEASON**

Since COVID-19 prohibits in-person theater, Pennsylvania Ballet is bringing the artform into your home this summer through Front Row Festival, available for free streaming.

In March of 2020, PA Ballet was forced to abruptly cancel the second half of their run of Angel Corella’s La Bayadere, due to the rise of the COVID-19 pandemic. Since then, the world has been craving unique digital content to safely enjoy from the comfort of their homes.

This is exactly what the Pennsylvania Ballet is offering with their digital season, during which a different ballet will be released each night for 11 nights, and available to the public to stream for free for 10 days.

Artistic Director Angel Corella said “We are so excited to be launching our very first digital season. Though we were devastated when we were forced to cancel the remainder of our Spring season, we are thrilled to have opportunity to broaden our reach.

Ballet has a reputation for being inaccessible, so we’re hoping that by bringing the ballet to people’s homes all over the world, we will have an even greater audience to welcome to the theater once it is safe.

Most importantly, we are so happy to be able to provide our supporters with some beauty and light in this time of darkness and uncertainty.”

Highlights of the digital season include Angel Corella’s Don Quixote and Giselle, Alexander Ekman’s Episode 31, and more. For a full list of programming and the link to register, visit paballet.org.

Patron of the ballet, Sandra Gills said, “I never miss a program of the Pennsylvania Ballet’s, and you can be sure I won’t miss a ballet in the digital season! It’s just what we need right now when we’re stuck at home and tired of Netflix.”

In a recent JP Morgan article, Alexia Quadrani, Head of U.S. Media Equity Research, explained how streaming services are at an all time high. “There has never been a time in history where so much original content is available,” she said. With the need for unique digital content at all-time high, we can expect to see others following the Pennsylvania Ballet’s lead in the year ahead and beyond.

Register at paballet.org and tune in beginning June 21st.

**ENDS**

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**Notes to Editors:**

* More information can be found at paballet.org and on social media channels @paballet.
* For full interview with Alexia Quadrani, visit [https://www.jpmorgan.com/insights/research/media-consumptionLinks to an external site.](https://www.jpmorgan.com/insights/research/media-consumption)
* Pennsylvania Ballet cancelled the remainder of their run of La Bayadere on March 12, 2020 due to the City of Philadelphia’s recommendation to cancel all large gatherings.
* Subsequently, the company was forced to cancel its final two Spring programs, “Suspended in Time” and “Breathtaking Balanchine.”
* There is no updated information yet on plans for the 2020/2021 season set to begin in the fall.