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FOR IMMEDIATE RELEASE

ADF EXCEEDS \$3 MILLION SHALL WE DANCE CAMPAIGN GOAL

Durham, NC, January 13, 2015– The **American Dance Festival (ADF)** announced it successfully completed and exceeded the **\$3 million goal** of its comprehensive campaign, *Shall We Dance*. The public phase of *Shall We Dance* kicked off in 2013, led by New York attorney and ADF board member, Curt C. Myers, and Chapel Hill resident and current ADF studio faculty, Rebecca B. Elvin.

“I am inspired and deeply grateful to all those who supported us in this effort,” said Jodee Nimerichter, ADF Director. “The generous donations we received from new donors, increased gifts from existing donors, and the incredible dedication and enthusiasm of our campaign volunteers have been phenomenal. This campaign is truly an investment in the present and future of ADF.”

The contributions to *Shall We Dance* allowed ADF to:

- Purchase and upfit the Samuel H. Scripps Studios on Broad Street in Durham
- Strengthen the ADF Fund for performances and commissions, scholarships, community classes, outreach, and ADF’s archives
- Further grow the endowment to support future needs for student scholarships, choreographer residencies and commissions, new workshops, and expanded performance programming both locally and nationally

The campaign began with a major contribution from the SHS Foundation. One focus of the effort was to recognize donors and individuals with strong ADF connections. Nimerichter noted that friends and family made gifts enabling the two studios to be named for ADF luminaries Stephanie and Charles L. Reinhart and Martha and Gerald Myers. Naming opportunities still exist at the Samuel H. Scripps Studios, she said.

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ADF board chairman Allen D. Roses, M.D. added, “I am particularly pleased to observe the effect of the new ADF dance studio programs on the community of Durham, with dance education for local schools involving new groups and neighborhoods where children of fantastic talent have been introduced to this participatory art form.”

ADF is continuing to reach out to private supporters both regionally and nationally, building on the campaign’s success. Two recent staff appointments will guide this work, Nimerichter said. Meredith Frey has been named to the new position of Director of Individual and Corporate Relations, and Diana Hoffmaster has been named Director of Grants and Development Operations.

ADF continues to be a leader in the field of modern dance both nationally and internationally. In 2014, 442 students from 25 states and 40 countries attended its summer educational programs. 49% of those students received scholarships from ADF. The 2014 season also included performances from 24 companies and choreographers from around the world, 267 outreach classes for local youth, and 374 performance tickets given to area non-profits.

About ADF:

Founded in 1934 in Bennington, Vermont, ADF remains an international magnet for choreographers, dancers, teachers, students, critics, musicians, and scholars to learn and create in a supportive environment. ADF’s wide range of programs includes performances, artist services, humanities projects, publications, community outreach, educational programs and classes, archives, media projects, and national and international projects. ADF has been presenting the best in modern dance for 82 years. americandancefestival.org.

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