

NEW RELEASE
For immediate release

**LES
GRANDS BALLETS**
GRADIMIR PANKOV ARTISTIC DIRECTOR

THE GBCM NUTCRACKER FUND FOR CHILDREN BENEFITS DISADVANTAGED COMMUNITIES MONTREAL KIDS DISCOVER THE MAGIC OF DANCE



PHOTO Louis-Étienne Doré

Montreal, November 14, 2011 — This holiday season will be extra special for thousands of Montreal kids who will be initiated into the magical world of ballet.

Thanks to the Nutcracker Fund for Children, **2,800 kids** from disadvantaged Montreal neighbourhoods will attend a special free matinée performance of The Nutcracker on December 13 – and 1,900 will participate in educational workshops inspired by the classic holiday ballet.

A philanthropic initiative of Les Grands Ballets Canadiens de Montréal, the Nutcracker Fund for Children has benefited over **16,300 children** since it was established 14 years ago. Created to give free ballet tickets to children from disadvantaged communities, the Fund has expanded its scope in recent years.



This year – with generous support from private donors and the Ministère de l'Éducation, du Loisir et du Sport du Québec – the Fund is sponsoring workshops for over 40 Montreal schools and youth organizations. Subsequently all participants will be joined by another 900 kids, filling all 2,800 seats in Salle Wilfrid-Pelletier at Place des Arts for a special performance of *The Nutcracker* on December 13.

Designed to encourage creativity, the workshops address three aspects of the classic work. **Literary workshops** will be given by dance writer Aline Apostolska; **visual art workshops** by artists Eugenia Reznik and Marie-Line Leblanc; and **dance workshops** by Simon Ampleman and dancers from Les Grands Ballets. Examples of the children's artwork will be exhibited on the **Piano nobile** of Salle Wilfrid-Pelletier from December 10-30.

The Nutcracker Fund for Children is supported in part by proceeds from **The Nutcracker Market**, Montreal's first non-profit Christmas Market. Ten percent of the merchants' sales and all revenues earned by Les GBCM will go to the Fund. The Market is a real gift-hunter's paradise! On offer: **gourmet pleasures, home decoration, toys, beauty products and more**. Now in its second year, the event will be open from November 24 to December 4 at the Palais des Congrès de Montréal. The spokesperson for the 2011 Market is broadcaster and author **Dominique Bertrand**. For more information: marchecassenoisette.com

The Nutcracker Fund also receives generous support from a committee chaired by Bernard Letendre, VP and Managing Director, High Net Worth Market Canadian Division, Manulife Financial. The Nutcracker Fund also receives generous support from a committee chaired by Bernard Letendre, VP and Managing Director, High Net Worth Market Canadian Division, Manulife Financial. Mr Letendre is the honorary president of this year's Nutcracker Fund for Children's annual benefit brunch, taking place this December 11 at Place des Arts at noon.

Sponsors and partners

Les Grands Ballets Canadiens de Montréal would like to thank its season sponsor, **Cinémas Guzzo**, as well as **Radio-Canada**, its season partner, and the **Bank TD Group**, official sponsor of *The Nutcracker*, for their generous participation. In addition, the company is grateful to **Great-West Life, London Life** and **Canada Life**, sponsors of the educational matinées, as well as **Groupe Investors Financial Services** and **Rio Tinto Alcan**, partner of *The Nutcracker* ballet. Les Grands Ballets would also like to acknowledge the generous contributions of **Hydro-Québec** and **National Bank** to The Nutcracker Fund for Children.

Finally, the company would like to thank **Conseil des arts et des lettres du Québec, Canada Council for the Arts** and **Conseil des arts de Montréal** for their financial support.

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