

Ballet Austin Partners with Walk Texas
Dance Your Way Through a 10-week, City-Wide Fitness Challenge
Starting with a Butler Community School Orientation and Kick-Off

WHO:

Ballet Austin & The Austin/Travis County Health and Human Services Department

WHAT:

Walk Texas – A 10-Week Fitness Challenge with a Special Kick Off Event

WHEN:

July 19, 2008, 10 – 11:30 am

WHERE:

Ballet Austin's Butler Dance Education Center and Community School
501 E. 3rd Street, 78701

AUSTIN, TX – When else can you dance your way through a 10-week fitness challenge? Ballet Austin's Butler Community School and Walk Texas are teaming up to get Austin moving. Ballet Austin has joined forces with The Austin/Travis County Health and Human Services Department's popular Walk Texas fitness program for a special 10-Week Challenge. It all begins on July 19th, at Ballet Austin's Butler Dance Education Center and Community School in downtown Austin!

“Walk Texas is completely in step with our expansion in the Butler Community School to support life long health and fitness” says Cookie Ruiz, Executive Director of Ballet Austin, adding "This partnership supports our vision of democratizing dance, breaking down key barriers to accessibility, including finances, physical challenges, cultural context and geography."

The goal of the 10-Week Challenge participants is to have at least 30 minutes of physical activity a day for adults, 60 minutes a day for children, most days of the week for the 10 weeks of the program. The 30-minute or 60-minute duration per day can be done all at once or taken in 10 to 15-minute intervals. Physical activity can be any moderate exercise such as walking, swimming, cycling, gardening, dancing, stretching, yoga or any activity the participants enjoy.

According to Sabrina McCarty, public health educator and coordinator for the 10-Week Challenge, “This will be fun! We are really excited to partner with Ballet Austin, and appreciate the magnificent gift they are providing for Walk Texas Group Leaders, in which they can try out new dance classes. There are so many ways to increase our levels of physical activity, and dancing is such an enjoyable example!” The “10-Week Challenge,” a free program that is offered four times each year, encourages everyone to become more physically active. The program is fun, free, and flexible enough to fit anyone's schedule. Anyone who lives or works in Austin or Travis County is eligible to participate by starting a bike club, swim club, skate club, dance club, or walk club through the Walk Texas 10-Week Challenge.

July 19 Orientation and Kick-Off

Ballet Austin is hosting the site for the next Walk Texas 10-Week Challenge orientation kick-off, and will provide a free dance class immediately following for volunteer "Group Leaders" at the Butler Dance Education Center and Community School. First, attendees will attend the Walk Texas orientation training in the AdlerLand Studio at 10 am. They will then be invited to attend a free "Broadway Fit" dance class led by instructors Rocker Verastique and Danny Herman immediately following. Neighborhood eatery Froots will offer free, healthy smoothies while supplies last. Ballet Austin and Walk Texas representatives will be on hand to comment and for photos.

Additionally, Ballet Austin is distributing vouchers for free 4-Class class cards, one for each Walk Texas Group Leader. Each leader will also get a significant discount on an optional 10-Class class card for the run of the challenge. Classes to choose from include hip-hop, jazz, tap, modern, Broadway fit, ballet fit, yoga and more. With an incentives plan, Group Leader training and a tracking system, the program is structured to provide a new challenge during the 10-week period. Groups have total flexibility to choose when, what, and where they will be active. After participating in the 10-Week Challenge, participants should continue their new healthy habit of being physically active for life.

Reservations and public inquiries should be directed to Sabrina McCarty at 972-5463 or sabrina.mccarty@ci.austin.tx.us.

About Ballet Austin

As distinctive and dynamic as the city it calls home, Ballet Austin welcomes audiences near and far to participate in its "classically innovative" vision for the democratization of dance. With a rich history spanning five decades, acclaimed productions, and one of the nation's largest classical ballet academies, the organization is poised for an even greater future. From their new home at the Butler Dance Education Center and Community School in downtown Austin, Ballet Austin and artistic director Stephen Mills actively engage the community, dancers, and audiences alike. The New York Times proclaims Ballet Austin "a company with big ambitions" originating work that is "absorbing."

NEW CONTACT INFORMATION

501 West Third Street
Austin, Texas 78701
Community School: 512-476-9051
Fax: 512-476-3973

MEDIA: For interviews, details David Wyatt at david@wyattbrand.com and (512) 450.4395

WEB: <http://www.balletaustin.org>

Season Underwriter
Austin Ventures
Official Airline

American Airlines

Season Sponsors Dell, JPMorganChase, Andrew Yates Photography, Russell-
Shaw, Shiny Object
Fete Underwriter American Bank of Texas
Media Sponsors KVUE, Austin American-Statesman, Majic 95.5
Promotional Sponsor BMW of Austin

This season is funded in part by the City of Austin through the Cultural Arts Division, a grant from the Texas Commission on the Arts and the National Endowment for the Arts.

###