

FROM: CHILLIWACK ARTS &
CULTURAL CENTRE SOCIETY
9201 Corbould Street, Chilliwack BC V2P 4A6



Contact: Ann Goudswaard, Marketing Manager
T: 604.392.8000, ext.103
E: ann@chilliwackculturalcentre.ca
W: www.chilliwackculturalcentre.com

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High Resolution photo: Swan Lake_Ballet Jorgen.jpg

Description: A captivating tale of love and loss, *Swan Lake's* evocative story is the perfect way to spend Valentine's Day.

Photo Credit: Photo by Kevin Vagg

FOR IMMEDIATE RELEASE

Have an enchanted Valentine's Day with Ballet Jörgen's *Swan Lake*!

CHILLIWACK, BC – For more than a century, *Swan Lake's* enchanting but tragic story has captivated audiences worldwide and Ballet Jörgen's unique performance is sure to do the same. A fantastic way to celebrate Valentine's Day, this original Canadian adaptation of Tchaikovsky's most loved ballet is coming to the Chilliwack Cultural Centre on February 14.

Choreographed by **Ballet Jörgen's** founder and CEO Bengt Jörgen, the classic ballet is given the iconic Canadian twist that Jörgen is known for, by setting it in Canada. "We are committed to not only recreating ballet classics in a way that is respectful of tradition, but also in a way that is engaging for our modern audience," he said. "We engage in a dialogue about Canada and reflect Canadian identity in our work. There's no reason why *Swan Lake* has to be staged in some imaginary medieval European place. This version of *Swan Lake* is set in and around the Fortress of Louisbourg, Nova Scotia, and so our audiences will see Canadian heritage intrinsically reflected in the piece."

Ballet Jörgen has been a staple contribution to the Canadian arts community since its creation 30 years ago in 1987. The organization is now producing more than 120 performances a year, and is the only major Canadian ballet company that performs only original work. Based in Toronto, Ballet Jörgen provides ballet training in elementary schools in partnership with George Brown College in Toronto. With a goal of increasing attention to the performing arts industry, the company makes effort to cater to new audiences, and one third of their audiences are under the age of 18, and one third are first time ballet attendees.

Ballet Jörgen will be presenting *Swan Lake* as part of their annual tour across Canada and the Northern United States, which usually attracts over 50,000 viewers. The production will feature 24 of the company's dancers, as well as several local dancers. "I am so excited about this work and to be able to do it with the incredible dancers that we have," Jörgen said. "*Swan Lake* has an evocative, beautiful and inspiring

quality that makes it a pleasure to work on, and I'm excited about transferring that feeling to the people watching it.”

In addition to their performance on February 14, **Ballet Jörgen** will be engaging with the community for two classes as well. Kids ages 11-18 will have the opportunity to learn the steps of *Swan Lake* from the best with the **Ballet Jörgen Masterclass** on February 13, and registration includes a ticket to the show. **Photographing People in Motion with Ballet Jörgen** on February 14 will teach participants the skills required to photograph movement in an indoor environment.

An entrancing tale of love and loss, *Swan Lake's* evocative story, paired with Tchaikovsky's enchanting music and Ballet Jörgen's impressive talent and stunning costumes, is the perfect way to spend Valentine's Day.

Swan Lake is coming to the Chilliwack Cultural Centre's HUB International Theatre for a special Valentine's Day performance on **February 14 at 7:30 pm**. Tickets are \$40 for adults, \$37 for seniors, and \$35 for youth. To purchase tickets, or to register for the **Ballet Jörgen Masterclass** or **People in Motion with Ballet Jörgen**, contact the Centre Box Office online at www.chilliwackculturalcentre.ca, or by calling 604-391-SHOW(7469).

Swan Lake is sponsored by: Prime Signs, Fortins, Aromatica, Fraser Valley Custom Printers, Unger Window and Door, Best Western Rainbow Country Inn, The Chilliwack Progress, the Department of Canadian Heritage, the British Columbia Arts Council, the Province of British Columbia, and the City of Chilliwack.

For additional information and to arrange interviews, contact:

Ann Goudswaard, Marketing Manager

T: 604.392.8000, ext. 103

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Chilliwack Cultural Centre

Owned by the City of Chilliwack, the Cultural Centre houses two unique performance venues, an art gallery, music instruction studios, arts and crafts studios, meeting rooms, offices, and is home to the Chilliwack Academy of Music and the O'Connor Group Art Gallery. Since opening in 2010, over 290,000 tickets have been sold through the Centre Box Office, with a value exceeding \$4,280,000. The Centre is overseen by The Chilliwack Arts & Cultural Centre Society on behalf of the City.

Chilliwack Cultural Centre highlights:

- 597 seat performance theatre
- 168 seat recital hall / rehearsal space / dance studio / meeting space
- Chilliwack Art gallery (22-foot high display area)
- 21 music instructional rooms
- Arts, crafts and performance studios
- Storage and Archival Resource Room

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The Chilliwack Arts & Cultural Centre Society is registered under the British Columbia Society Act as a not-for-profit society (society number S-54973), and is a registered Canadian charitable organization under the Canadian Charities Directorate. (Charity number 805742897 RR0001)

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