

## JULIE SNYDER, AMBASSADOR OF THE NUTCRACKER FAMILY



Montreal, November 6, 2017 – For 20 years, Les Grands Ballets' Nutcracker Fund for Children has shared the magic of the famous ballet with children. **A series of news stories will mark the Fund's 20<sup>th</sup> anniversary, including a partnership with Julie Snyder, Ambassador of The Nutcracker family!**

Under Julie Snyder's honorary presidency, the 2017 **Nutcracker Fund** will give thousands of sick and underprivileged children an opportunity to discover the world of ballet, inviting 2,800 children to a free performance of the show and hosting 1,500 at Nutcracker-themed workshops. The Nutcracker Fund also raises money for the yearly refresh of the show's costumes and sets, which have to be refurbished every year after 54 years of active duty!

### LES GRANDS BALLETS' NUTCRACKER FUND FOR CHILDREN

#### The Magic of The Nutcracker at Montreal Schools

This fall, 1,500 students from disadvantaged Montreal areas will get a chance to attend visual arts, animation and costume-making workshops right in their own schools. The program was developed with *Une école montréalaise pour tous* (Ministère de l'Éducation, du Loisir et du Sport du Québec), and this year, to mark its own 20<sup>th</sup> anniversary as well as the anniversary of The Nutcracker Fund, it's reviewing its lineup to spark kids' imaginations more than ever!

Children in the selected classes will get to meet Grands Ballets dancers at the company's magnificent new home! Dance workshops will also be provided at Les Grands Ballets studios, a once-in-a-lifetime opportunity to step inside the world of The Nutcracker!

But without a doubt, the highlight of The Nutcracker Fund's activities is **the December 19 educational matinee, when the children will be treated to a free performance of the famous ballet at Place des Arts!** A moment of sheer bliss, capturing all the magic of the world-famous work.

**"The Nutcracker has always held a special fascination for me. When I was little, my mother would go with me. Even today, it captures the magic of the holiday season, so it was without hesitation that I agreed to serve as Ambassador of the Nutcracker family and Honorary President of the Nutcracker Fund. In addition to enabling underprivileged children to see the show, your gifts will support the yearly refresh of the costumes and sets. Thank you for your generosity." – Julie Snyder**



## THE NUTCRACKER FUND AT A GLANCE

- 2,800 children invited to a free performance of The Nutcracker every year
- Over 100 workshops offered to 1,500 children from disadvantaged Montreal areas every fall
  - Over 350 costumes and 165 characters featured in the ballet
- \$180,000 invested every year to refresh a portion of the costumes and sets
  - Average costume price: \$2,500
  - Cost of the King of Sweets costume: \$15,000
  - Cost of a pair of pointe shoes: \$150 (\$4,000 every performance!)
  - Orchestra costs per performance: \$16,000

## HOW YOU CAN SUPPORT THE NUTCRACKER FUND

### Crowdfunding campaign

The Nutcracker Fund has set its sights on raising **\$450,000** with help from businesses, foundations and individual donors.

Starting today and in cooperation with Julie Snyder, Les Grands Ballets is asking for the public's help with a crowdfunding campaign designed to reach part of that goal (\$50,000). All donations will go to The Nutcracker Fund for Children and help ensure a bright future for the program, which makes the holidays a little more magical for thousands of children every year!

**Campaign donors will be entered in a draw for numerous prizes, including airfare for two to Europe courtesy of Air France and an exclusive private cocktail with Julie Snyder before the Nutcracker premiere on December 14!**

Give and share the magic of the holidays and *The Nutcracker*: [NutcrackerFund.com](http://NutcrackerFund.com)

### The Nutcracker Market, Montreal's first philanthropic Christmas market

Shop for a good cause with a visit to the Nutcracker Market, **taking place this year from November 30 to December 10 at the Palais des congrès de Montréal**. Thanks to the exhibitors' generous donation of 10% of their net proceeds and all the profits made by Les Grands Ballets, The Nutcracker Fund raised \$100,000 for The Nutcracker Fund in 2016 – an achievement we want to beat this year!

Visitors will discover 105 exhibitors at Montreal's premier charitable Christmas market and be able to pick up local and imported wares thanks to a uniquely convenient, festive and philanthropic shopping formula.

[MarcheCasseNoisette.com](http://MarcheCasseNoisette.com)

### Benefit Brunch

There's a fun and festive afternoon in store for the whole family at the Nutcracker Benefit Brunch! **Guests will enjoy a gourmet meal at noon on Sunday, December 17, 2017 in Salle Wilfrid-Pelletier, at Place des Arts**. Along with numerous prize draws, young and old will enjoy a wide range of entertainment (magicians, make-up artists, candy and origami workshops, a chocolate fountain and more), followed by two hours of pure magic with a performance of *The Nutcracker*!

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