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**Russian Ballet Orlando Partnering with
National Performing Arts Funding Exchange
In Boost for Orlando Performing Arts Scene**

*Partnership will raise world awareness about Orlando's unique ballet non-profit
and Orlando itself as a world center for performing arts innovation.*

Washington, D.C., October 13, 2020: The non-profit National Performing Arts Funding Exchange (NPAFE at www.npafe.org) is privileged to announce its new collaboration with [Russian Ballet Orlando](http://www.russianballetorlando.org).

In partnering with Russian Ballet Orlando, NPAFE points to the extraordinary creativity, quality, and region-wide community impact that this singular ballet "company-plus" has had – and will have – in the greater Orlando metro area, across Florida, and nationally during its Fall-Spring 2020-2021 performance season, Covid 19 notwithstanding.

"We are thrilled to be working with NPAFE," says Russian Ballet Orlando's Artistic Director Katerina Fedotova. "Our mutual goal is to widen the scope and awareness of ballet in Orlando, in all of Florida and beyond, and to introduce whole new audiences, young and old alike, to the beauty of classical dance."

NPAFE's CEO Cliff Brody echoes Fedotova's comments. "There are few home-grown ballet organizations anywhere in the US like Russian Ballet Orlando," he points out. "Not many can match and none can beat the quality, commitment, and professional standing of Russian Ballet Orlando's leadership or its 20-year track record of imparting both the art of ballet to audiences and inspiring younger generations to learn and excel in this rigorous and so-special art form."

NPAFE's commitment to Russian Ballet Orlando centers on helping it with marketing and promotional initiatives. This will assure that more people, foundations, and corporate sponsors know both of RBO's remarkable standing and of Orlando's rightful place among US cities that have become powerful laboratories for giving life to exceptional performing arts initiatives. Notably, Russian Ballet Orlando is the first Florida organization to resume classes that met all Covid 19 safety requirements.

Right now, the near-term NPAFE – Russian Ballet Orlando partnership goals center on spreading the word throughout Florida and beyond about Russian Ballet Orlando's 2020-21 ambitious program for live and virtual performances, classes, and workshops. RBO's exciting Fall – Early Winter live-performance season now includes both the December 2020 stagings of everyone's holiday favorite "Nutcracker" – with this production offering audiences standout original choreography created by Fedotova herself, and RBO's now-highly-anticipated mid-October 2020 live tour production of Carmen.

Carmen will be presented in three of Florida's most compelling theater settings: Wayne Densch Theater in Sanford on Oct. 17, the Polk Theater in Lakeland on Oct. 24, and the Athens Theater in DeLand on Oct. 25. More information about these RBO exclusives can be found at <https://www.russianballetorlando.org/events>.

About Russian Ballet Orlando

Russian Ballet Orlando fosters Florida-wide love and support of dance, creativity and the performing arts. Since its founding in 2000, RBO's mission has been to enrich, engage and educate students, performers, and audiences in the art of dance. Through the education and training of its diverse group of students and pre-professional dancers in the history of ballet and the performing arts, RBO transforms them into professional dancers ready to fill the ranks of leading ballet companies, and to engage and entertain audiences with wholly originally choreographed productions presented both locally and state-wide.

About National Performing Arts Funding Exchange

NPAFE is the country's only not-for-profit whose mission is to provide free marketing services to performing artists and performing arts organizations. NPAFE also encourages private sector businesses to support the performing arts by channeling financial support to performing artists acclaimed not only for compelling original work but also for their educational initiatives to share their knowledge with future generations. Media Resources. See www.npafe.org. Reach Cliff Brody at (+1) 202.213.3076 or cbrody@npafe.org for any follow-up.

Web Resources

NPAFE: <https://www.npafe.org>; Russian Ballet Orlando: www.russianballetorlando.org