



american dance festival

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ADF KICKS OFF \$3 MILLION FUNDRAISING CAMPAIGN:
SHALL WE DANCE

Durham, NC, June 13, 2013 – In celebration of its 80th anniversary season and sparked by the opening in 2012 of the Samuel H. Scripps Studios, the American Dance Festival (ADF) announced today a \$3 million comprehensive fundraising campaign, Shall We Dance. ADF Director Jodee Nimerichter told the audience at the June 13th opening night of ADF’s 2013 season that \$1.8 million has already been committed towards the campaign.

ADF has been a nationally and internationally recognized leader in the field of modern dance. Generations of dancers and choreographers have come to ADF as students, taught as faculty, and created and performed work as professional artists. Shall We Dance’s honorary co-chairperson, acclaimed choreographer Shen Wei, commented, “ADF has changed the life of every dancer who has ever attended. I was one of those dancers. It was at ADF that I founded my company and since then, I received 14 commissions for new works from the festival. The support provided to me over the course of my professional career cannot be underestimated and I will forever be grateful.”

Two volunteer leaders were introduced as co-chairs of the campaign. New York attorney and ADF board member, Curt C. Myers, and Chapel Hill resident and current ADF studio faculty, Rebecca B. Elvin, will lead a volunteer committee charged with completing the fundraising.

Elvin predicts that the Triangle will respond to the challenge. “The new studios give us a local advantage we have not had in the past,” she said. “Durham has been our home for 36 years, but for the first time we can now invite the public to be part of our world in these year-round studios.”

Myers noted that the two dance studios are being named for ADF luminaries through gifts from colleagues, students, and friends from all over the country. Studio A will be known as the Stephanie and Charles L. Reinhart Studio in honor of the longtime ADF director and his late wife, who worked alongside him for many years. Studio B will be known as the Martha and Gerald Myers Studio in honor of the Dean Emeritus of the ADF School and in memory of her husband, who was ADF’s Philosopher in Residence. Curt is the son of Martha and Gerald Myers, and a donor to the studio named for his parents.

Nimerichter said significant support continues to come from donors elsewhere in the country. “Our aim is to see ADF’s reach expand locally, nationally, and globally,” she said, noting the

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SHS Foundation of New York made the initial commitment of \$1 million which enabled construction of the studios to go forward while the campaign was in its quiet phase. Board members and other donors from 15 states have also made gifts toward the campaign thus far.

Nimerichter, Elvin, and Myers met with supporters at an Opening Night Fête at Parizade after the Shen Wei Dance Arts performance at DPAC. They said that the campaign is seeking significant support for three funding priorities:

- \$1.3 million in capital gifts for the purchase and upfitting of the Samuel H. Scripps Studios on Broad Street in Durham.
- \$1.25 million toward the ADF Fund, supporting performances and commissions, scholarships, community classes, outreach, and ADF's archives.
- \$.45 million for endowment to support future needs for student scholarships, choreographer residencies and commissions, new workshops, and expanded performance programming both locally and nationally.

More information about the campaign is available via the ADF website at [americandancefestival.org](http://americandancefestival.org), by calling (919) 684-6402 or emailing [development@americandancefestival.org](mailto:development@americandancefestival.org).

About ADF:

*Founded in 1934 in Bennington, Vermont, ADF remains an international magnet for choreographers, dancers, teachers, students, critics, musicians, and scholars to learn and create in a supportive environment. ADF's wide range of programs includes performances, artist services, humanities projects, publications, community outreach, educational programs and classes, archives, media projects, and national and international projects. ADF has been presenting the best in modern dance for 80 years. [www.americandancefestival.org](http://www.americandancefestival.org).*

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