

FOR IMMEDIATE RELEASE

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Note: Photos available at <http://mccallumtheatre.com/index.php/media>

THE McCALLUM THEATRE'S CHOREOGRAPHY FESTIVAL CELEBRATES 20 REMARKABLE YEARS OF DANCE!

Palm Desert, CA - McCallum Theatre Education will present exciting original choreography by choreographers from across the nation at the **20th Annual Choreography Festival**. This one of a kind festival, scheduled for **Saturday, November 11th at 7pm** and **Sunday, November 12th at 4pm** continues to promote dance as an art form by creating a venue for emerging and established choreographers and developing new dance audiences. The Festival features a choreography competition in two divisions, educational opportunities including workshops and residencies, and honors those who have made outstanding contributions to dance through a Lifetime Achievement Award.

This year's Finalists, selected by a distinguished Festival screening panel from 136 submissions, come from all over the country and will perform before an audience and a panel of judges. Over \$26,000.00 in cash awards are up for grabs. Finalists include festival favorites as well as a large number of choreographers new to the Festival whose works promise to engage, provoke and entertain.

"Our Choreography Festival continues to engage and expand its reach. Over the years we've earned a great name thanks to our genuine dedication to nurture and support emerging artists, and the desert communities have wholeheartedly embraced this event as an annual highlight," says Kajsa Thuresson-Frary, Festival producer and McCallum's long-time Director of Education. "We are privileged to work with a dynamic Festival team, including Festival founder Shea New, and enjoy the support of a dedicated group of volunteers and sponsors. Turning twenty is quite thrilling."

The Choreography Festival also includes dynamic outreach projects, among them: **the East Valley Dance Project**, now in its 11th year and The 7th Annual **Studio Project**. These projects give dancers from local studios and students from Desert Mirage High, Toro Canyon Middle and Coachella Valley High Schools in Thermal an opportunity to explore and create with professional choreographers. Participants in the projects will learn an original piece of choreography and perform on the McCallum stage in conjunction with the Division II performance on November 12th at 4:00pm.

"When we arrived at the McCallum they greeted us like we were family, says Amber Clavel from Desert Mirage High School. "Performing in East Valley Dance Project with Coachella Valley High School was the biggest highlight. It made me see that it is possible to work alongside our rivals. Dance requires teamwork, dedication and confidence."

Tickets for the Division I performance of The Choreography Festival on Saturday, November 11, 7:00 p.m. are \$42/37/27/17. Tickets for the Division II performance on Sunday, November 12, 4:00 p.m. are \$32/27/22/14. Tickets are available now at the McCallum Theatre Box Office by calling 760-340-ARTS, online at www.mccallumtheatre.com or by walk-up.

The McCallum Theatre Box Office is located at 73000 Fred Waring Drive, Palm Desert, CA 92260. The McCallum Theatre accepts payment by cash, personal check, Visa, MasterCard, Discover and American Express.

*The McCallum Theatre Box Office, its phone center and website, are the **only** authorized outlets for tickets to performances presented at the Theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*

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