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DALLAS BLACK DANCE THEATRE AND DART PARTNER FOR SYSTEMWIDE ADVERTISING CAMPAIGNS BEGINS IN FEBRUARY AND RUN THROUGH MAY 2024

Dallas, Texas – **Dallas Black Dance Theatre** and **Dallas Area Rapid Transit (DART)** are proud to announce an exciting new partnership beginning February 2024. As part of this partnership, Dallas Black Dance Theatre will be featured in systemwide advertising campaigns on DART vehicles and stations, showcasing the vibrant performances and artistic excellence of the dance company to commuters and visitors alike.

"Our new partnership with DART marks a significant milestone for Dallas Black Dance Theatre. This collaboration not only enhances our ability to connect with our community but also reinforces our commitment to accessibility and inclusion. Together, we are poised to make a meaningful impact and foster a collective appreciation for the arts throughout the city of Dallas," commented Zenetta S. Drew, Dallas Black Dance Theatre's Executive Director.

Through this collaboration, both DART and Dallas Black Dance Theatre endeavor to promote local arts, cultural enrichment, and community engagement. With this new commitment, together they aim to create a lasting impact that resonates beyond the stage, bringing diverse and engaging expressions of art to the forefront of the community that reflects the unique spirit of Dallas.

"DART strives to collaborate with community organizations to help bring more visibility to the great work that is happening across our entire service area," said Jeamy Molina, DART Chief Communications Officer. "We are excited to continue partnering with the Dallas Black Dance Theatre and look forward to showcasing their artistic excellence systemwide."

**DALLAS BLACK
DANCE THEATRE**
RELENTLESS EXCELLENCE



Courtesy of Dallas Black Dance Theatre



ABOUT DALLAS BLACK DANCE THEATRE

Founded in 1976 by **Ann Williams**, and currently under the direction of Melissa M. Young, **Dallas Black Dance Theatre's** mission is to create and produce contemporary modern dance at the highest level of artistic excellence through performances and educational programs that bridge cultures and reach diverse communities. As the largest and oldest professional dance company in Dallas, DBDT is the fourth-largest Black dance company in the nation, the seventh-largest contemporary modern dance company, and ranked 36th among the nation's leading ballet companies. Located in the thriving downtown Dallas Arts District, DBDT has performed worldwide for over 4.6 million arts patrons and 2.8 million students in 33 states and 16 countries on five continents. The performances include two Olympics (1996 & 2012), the nation's most prestigious venues (**Lincoln Center, Kennedy Center, Broadway, Jacob's Pillow**), and for such luminaries as **Her Majesty Queen Elizabeth II** and **South African President Nelson Mandela**. Since the pandemic began in 2020, DBDT performances have also been viewed virtually in 43 countries. The Company has been recognized by the **National Endowment for the Arts** as an American Masterpiece Touring Artist (2008) and received the **Texas Medal of the Arts Award** for Arts Education (2017).

For more details about **Dallas Black Dance Theatre**, visit www.dbdt.com.

About Dallas Area Rapid Transit (DART)

Dallas Area Rapid Transit (DART) is the public transit agency for the City of Dallas and twelve surrounding North Texas cities. It operates an extensive multi-modal network of DART Light Rail, Trinity Railway Express commuter rail, bus routes, GoLink on-demand services, and paratransit services, providing service to hundreds of thousands of passengers per day across our 700-square-mile service area.