



Northern Ballet  
Media Release  
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## New look for nation's favourite ballet company

Northern Ballet Theatre is launching a subtle change of name. The Company will now be known as Northern Ballet, dropping "theatre" from its title.

The new name is part of a complete rebrand which comes after months of consultation and deliberation and coincides with the Company's move to its new home in Quarry Hill, Leeds.

As well as the change of name, the new brand also incorporates a new logo, a series of dramatic new production images, a palette of new colours and a brand new website to help make Northern Ballet immediately recognisable to audiences across the UK and overseas.

The new brand will underpin the Company's existing mission to produce high quality, narrative dance productions and perform them to as wide an audience as possible, and Northern Ballet will continue to produce exciting new work that blends classical ballet and theatre.

The Northern Ballet logo is already visible on the side of the Company's new building, in which the Company will take up residence in early October, and can be seen on all publicity for the upcoming UK tour.

The new-branded website is up and running and can now be found at [www.northernballet.com](http://www.northernballet.com) It provides all full information on all aspects of the Company from production and performance details to information on classes and workshops, venue hire, fundraising and sponsorship, staff and dancers and provides the perfect opportunity to have look at Northern Ballet's new appearance.

For further information or new brand images contact Ruth Burke-Kennedy, Head of Communications, 0113 220 8000 or email [ruth.burke-kennedy@northernballet.com](mailto:ruth.burke-kennedy@northernballet.com)

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Notes to editors:

**Northern Ballet** (previously Northern Ballet Theatre/NBT) is a narrative dance company whose distinctive blend of classical dance and theatre is renowned for captivating new audiences.

Northern Ballet and Phoenix Dance Theatre are building a new centre of excellence for dance in Leeds for dance artists, enthusiasts and audiences across the north of England. Their new headquarters on Quarry Hill in central Leeds will be the largest purpose-built space for dance outside London. The new centre for dance has been supported by Leeds City Council, Arts Council England, Yorkshire, and Yorkshire Forward.

Northern Ballet takes up residence in its new home on Monday 4 October 2010. New contact details are:

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