



Northern Ballet

Press Release

For Immediate Release

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Northern Ballet appoints new Director of Communications

Northern Ballet has appointed Emma Mooney as its new Director of Communications as the Company continues to focus on increasing earned income from ticket sales and raising Northern Ballet's profile nationally and internationally.

Emma, from Bradford, has worked for Northern Ballet for more than 11 years, taking her first full-time position with the Company as Marketing Assistant in 2004. She has since progressed through every level of the Communications team, holding the roles of Marketing Officer, Marketing Manager and most recently Head of Marketing from 2012 to 2015, during which time the department received the UK Theatre Achievement in Marketing Award for their campaign for *The Great Gatsby*.

Mark Skipper DL, Chief Executive at Northern Ballet said: 'Emma has been part of the Northern Ballet team for a long time and her career here showcases how the Company values loyalty and, where possible, offers excellent opportunities for career progression. I am confident that Emma's knowledge of the Company, combined with innovative new strategies, will help us to tackle the increasingly challenging ticket sales market head-on.'

Emma said: 'My time with Northern Ballet has been quite a journey so far. I would never have imagined when I began packing posters as a Marketing Assistant that today I would be leading on all of the Company's communications activities. I am proud to have been offered the role and grateful for the faith the Company have placed in me. I cannot wait to work with our already great team to introduce new audiences to this remarkable company.'

-ENDS-

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Notes to Editors

Emma Mooney, Director of Communications – Biography

Emma Mooney began working with Northern Ballet in 2004 as Marketing Assistant. She has progressed through the Communications department holding roles as Marketing Assistant, Marketing Officer, Marketing Manager, Head of Marketing and now Director of Communications. She is from Bradford, West Yorkshire and attended Rhodesway School. She holds a degree in English Studies from the University of Huddersfield.

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For more details of Northern Ballet's tour, on sale dates and booking information, please visit northernballet.com/whatson.

Nominated for Outstanding Company at the 2015 National Dance Awards and voted Best Company at the 2014 Taglioni European Ballet Awards, Northern Ballet is one of the UK's five large ballet companies. Based in Leeds it performs throughout the UK as well as overseas. Northern Ballet's productions mix classical dance and theatre, embracing popular culture and taking inspiration from literature, opera, or giving a unique interpretation of popular classical ballets.

Northern Ballet is the busiest touring ballet company in the UK and is typically on the road for around 32 weeks of the year. The Company of 46 dancers tours a combination of full-length new work and established repertoire to cities throughout the UK. Northern Ballet introduced a new strand of touring in 2015, widening the Company's already extensive reach to include nine new venues.

Northern Ballet tours widely with its ballets for children, the first three of which were adapted for TV by CBeebies, and also performs a mixed programme showcasing the versatility of its dancers.

Visit northernballet.com for more information on the Company and tour. Production images and information are available via the online media centre.