



MEDIA ALERT – APRIL 2, 2008

- **Discounted Rates for Early Registration Extended to April 11, 2008**
- **Bloggers Commence Writing About NPAC Sessions and Issues**

April 2, 2008, (New York, NY) – Due to a late ground-swell of interest and many inquiries from interested participants, the National Performing Arts Convention (NPAC) will extend its discounted early registration rates for 10 additional days - until April 11, 2008. After the 11th, registering for June's convention in Denver will not include the early discount of up to 33%.

While figures are not yet available, it appears numbers of participants registering doubled during the final week in March. In addition, a number of the participating performing arts organizations do not traditionally close their 'early bird' rates as far in advance as NPAC, so the extension will help accommodate them. As the current list of 28 participating national performing arts organizations continues to grow, NPAC also decided to allow members of recently joined organizations adequate opportunity to register at the discounted rate.

All interested participants are urged to register within the next 10 days, not only to take advantage of the lowest registration rates, but also ensure hotel availability and to book desired flights. Early figures indicate that hotel blocks booked by some national arts organizations are filling quickly and are close to full. Online registration is at www.performingartsconvention.org.

With nearly 60 sessions and 100 presenters, NPAC will canvas every important issue currently affecting the performing arts. To start the discussion, which will conclude in June in Denver, NPAC launched a blog yesterday. From April 1 to June 9, 2008 weekly entries will be posted every Monday at www.artsjournal.com/npac by some of the performing arts community's top bloggers. This 10-week intensive blog will serve as a unique forum for digital debate and brainstorming, and both the entries and comments will be archived for use at the live NPAC sessions, which they are based on, in June. Registrants, participants, and the community at large are encouraged to take part.

CURRENT BLOGGER CALENDAR:

Jaime Green - Entry posted 4/1/08

Jaime Green is Literary Associate at MCC Theater, a producer with the Old Vic/New Voices 24 Hour Plays, and a dramaturg/producer/multi-purpose theater-person in New York City. Jaime's entry, as a 25 year old who loves to attend theater, corresponds to the NPAC In-Depth session "*The Value of a Seat*".

Nico Muhly - Entry to be posted 4/7/08

At 26, Nico Muhly has been commissioned by the American Symphony Orchestra, the Juilliard Orchestra, the Boston Pops and the American Ballet Theatre for orchestral, chamber and dance works. He has collaborated extensively with Philip Glass and recently conducted excerpts from 'Einstein on the Beach' for a new ballet by Benjamin Millepied at the Opéra de Paris. Nico's entry corresponds to the NPAC Breakout Session "*Adventurous Programming: Making New Music the Main Course*".

Kristin Sloan - Entry to be posted 4/14/08

Kristin Sloan is the founder and editor of The Winger, an interactive, community-based site that

explores the world of dancers and the dance industry. A New York City Ballet corps de ballet member since the age of 17, Kristin recently retired and currently serves as director of New Media at the New York City Ballet. Kristin's entry corresponds to Breakout Session "*Best Practices in Developing a Diverse and Committed Audience*".

Jeremy Denk - Entry to be posted 4/21/08

Multifaceted American pianist Jeremy Denk has appeared with leading orchestras at home and abroad, and plays frequent solo recitals across the United States. A champion of new music, he has participated in many world premieres of works by contemporary composers such as Ned Rorem, Leon Kirchner, Jake Heggie, Kevin Puts, Mark O'Connor and Libby Larsen. Jeremy's entry also corresponds to the Breakout Session, "*Best Practices in Developing a Diverse and Committed Audience*".

Jeffrey Kahane - Entry to be posted on 4/28/08

Renowned as a pianist and conductor, Jeffrey Kahane is currently serving his eleventh season as Music Director of the Los Angeles Chamber Orchestra and continuing a successful tenure as Music Director of the Colorado Symphony Orchestra. Both ensembles received 2007 ASCAP Awards for Adventurous Programming. Jeffrey's entry corresponds to the Breakout Session "*The Denver Model: Building Local Support for the Arts*".

Greg Sandow - Entry to be posted 5/5/08

Greg Sandow is a composer, a veteran critic, and a writer, teacher, and consultant who works on projects involving the future of classical music. He's writing a book on the subject, and teaches about it as a member of the Graduate Studies Faculty at Juilliard. Greg's entry corresponds to the In-Depth Session "*Taking Art off the Shelf: What Do Today's Audiences Really Want?*"

Hilary Hahn - Entry to be posted 5/12/08

Having made her major orchestral debut at the age of 15, Hilary Hahn has enjoyed touring as a soloist and with orchestra for over ten years. This season, she will appear in 16 countries and with orchestras including the National Symphony Orchestra, the Montreal Symphony and the BBC Symphony Orchestra. Hilary's entry corresponds to the Breakout Session "*The Art of Living or Living for Art: A Survival Guide for Artists*".

The full blogger schedule, through June, will be announced later.

#

The National Performing Arts Convention (NPAC) will take place in Denver, CO from June 10-14, 2008 and is expected to attract 5,000 attendees. Formed by nearly 30 distinct national performing arts service organizations from every discipline, NPAC will lay the foundation for future cross-disciplinary collaborations, cooperative programs and effective advocacy as well as demonstrate a new maturity and unity as one arts sector. NPAC is dedicated to enriching our national life and strengthening the performing arts sector in communities across the country. Information is at www.performingartsconvention.org.

CURRENT PARTICIPATING ORGANIZATIONS:

Alternate Roots, American Association of Community Theatre, American Composers Forum, American Music Center, Americans for the Arts, Association of Performing Arts Presenters, Chamber Music America, Chorus America, Conductors Guild, Creative Capital, Dance/USA, Early Music America, Folk Alliance, Grantmakers in the Arts, International Association for Jazz Education, International Performing Arts for Youth, International Society of Performing Arts Administrators, Kaiser Permanente Educational Theater Program, League of American Orchestras, Meet The Composer, Music Critics Association of North America, National Assembly of State Arts Agencies, National Guild of Community Schools of the Arts, National Performance Network, North American Performing Arts Managers and Agents, OPERA America, Theatre Communications Group, University/Resident Theatre Association.

#