

## About Long Beach Ballet

Long Beach Ballet Classical Ballet Academy & Performing Company is a nonprofit organization that enhances the lives of children and the community through the beauty and discipline of classical ballet. The academy is dedicated to a professional classroom atmosphere that provides each student with the optimum opportunity to progress to his or her full potential and provides the foundation of all dance forms necessary for the linear and technical development of a dancer. The organization offers classes for children starting at age three, students who want to pursue a professional dance career and adults who desire to practice ballet training. Founded in 1981, Long Beach Ballet has been one of the leading classical ballet institutions in Southern California and has trained a great number of dancers who have joined major ballet companies.



# Long Beach Ballet

Long Beach Ballet is one of the leading classical ballet institutions in Southern California.

## At A Glance

- Founded: 1981
- Location: 1122 E. Wardlow Road,  
Long Beach, CA 90807
- Call: 562-426-4622
- Website:  
<https://longbeachballet.com/>

## Artistic Director

**David Wilcox, Artistic Director,  
Producer and Choreographer**  
Wilcox started his ballet training in London and spent seven years dancing with the Berlin Ballet, the Nuremberg Ballet and the Heidelberg Ballet. Wilcox has directed eight ballet tours of Asia and choreographed numerous ballets.

## Mission

Our mission is to enhance the lives of children and the community through the beauty and discipline of classical ballet. We are dedicated to a professional classroom atmosphere that provides each student with the optimum opportunity to progress to his or her full potential. We provide the foundation of all dance forms necessary for the linear and technical development of a dancer.

## Classes

We offer high-quality classes for children starting at age three, students who want to pursue a professional dance career and adults who desire to practice ballet training.

## Awards

### Production

- The 12th Annual Goldstar National Nutcracker Award (2018)

### Dancers

- YAGP 2019 Semi Finals Los Angeles, CA, Senior Age Division, Classical Dance Category, Men & Women, 2nd place.
- YAGP 2016 Semi Finals Los Angeles, CA, Senior Age Division, Classical Dance Category, Women, 3rd place.  
Men, 2nd place.
- YAGP 2015 Semi Finals Los Angeles, CA, Senior Age Division, Classical Dance Category, Women, 1st place.

## Events

- Annual school performance in the spring.
- Annual production, “[The Nutcracker](#),” in December.

# Long Beach Ballet

## Content Calendar November 2019

Wednesday, November 6—Facebook

Text: Did you know that pointe shoes last only a day for some professional ballet dancers? The lifespan of pointe shoes can be so short, depending on the dancers, brand of pointe shoes and experience level! Our special guest for the Nutcracker from Pacific Northwest Ballet, Sarah Ricard Orza, says her pointe shoes last \_\_\_\_\_ [ask her].

Graphic: Photos of Orza dancing en pointe.

Tuesday, November 12—Instagram

Text: It's #TutuTuesday! Here are some pictures of tutus that you will see in our upcoming performance of the Nutcracker.

Graphic: Photos of the dancers wearing tutus in "The Nutcracker."

Wednesday, November 20—Facebook

Text: How old is too old to begin ballet? If the purpose of learning ballet is for fun, health and/or exercise, it is NEVER too late to start ballet! Are you thinking to try something new before 2019 ends? Long Beach Ballet offers classes for adults.

Graphic: A photo of adult beginners making poses with "Adult Elementary Class" and "Every Tuesday at 7 p.m." layered over the image.

Thursday, November 28—Instagram

Text: Happy Thanksgiving from the Long Beach Ballet dancers! 🦃

Graphic: A boomerang video of the dancers wishing the audience a happy Thanksgiving in the studio.

# Long Beach Ballet

## Content Calendar December 2019

Thursday, December 5—Facebook

Text: It's #ThrowbackThursday! Here are pictures of the Nutcracker from five years ago. Comment below and let us know if you came to watch the show in 2014! 🖱️

Graphic: Photos of excerpts from "The Nutcracker" in 2014. They might be two or three photos from each act.

Tuesday, December 10—Instagram [stories]

Text: Are you feeling the holiday spirit like we are? ✨  
[Yes/ No]

Graphic: A video of a rehearsal for "The Nutcracker" where the dancers practice the scene of the Christmas party from Act 1.

Saturday, December 14—Facebook

Text: It's the opening day for the Nutcracker Have you got your ticket yet? You can purchase it here 🖱️

([https://www.ticketmaster.com/Long-Beach-Ballet-tickets/artist/2043013?list\\_view=1&tm\\_link=Artist\\_SwitchTo\\_List](https://www.ticketmaster.com/Long-Beach-Ballet-tickets/artist/2043013?list_view=1&tm_link=Artist_SwitchTo_List)).

Graphic: A photo of the leading roles' pas de deux with "The Nutcracker" and information layered over the image.

Tuesday, December 17—Instagram

Text: Thank you to those who came to the Nutcracker last weekend! Here's what the dancers feel about their performance. 🧑🏻‍🎨 🧑🏻‍🎨

Graphic: Videos of some dancers answering how they feel about their performance.

Saturday, December 21—Facebook

Text: We had great shows today! 🌈 Only one more chance to see the Nutcracker.

Graphic: Photos of excerpts from "The Nutcracker." They might be two or three photos from each act.