

# MEDIA RELEASE



FOR IMMEDIATE RELEASE

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## **NEW PILATES REFORMER STUDIO GRAND OPENING MONDAY, JUNE 26TH**

***BALLET AUSTIN OPENS STATE-OF-THE-ART PILATES REFORMER STUDIO  
AT DELL JEWISH COMMUNITY CENTER***

AUSTIN, Texas (June 12, 2023) – Ballet Austin announces the Grand Opening of a new state-of-the-art Pilates Reformer Studio in Shalom Austin’s Dell Jewish Community Center (JCC), located at 7300 Hart Lane, on Monday, June 26. Ballet Austin and the Dell JCC will host an official ribbon-cutting ceremony that day at 11:00 a.m., followed by a meet and greet with Ballet Austin staff and Pilates instructors as well as FREE introductory Pilates Reformer sessions throughout the day.

### **BA @ THE J!**

Ballet Austin and Shalom Austin share a continued desire to build community and offer programming to encourage health and well-being, making these two organizations the perfect match. The Pilates Reformer Studio announcement follows a seven-year partnership between Shalom Austin and Ballet Austin’s Academy, which began offering ballet classes for young children at the JCC in the fall of 2016.

Executive Director Cookie Ruiz says, “Ballet Austin is extremely proud to be invited to start this next chapter of our long and valued partnership with the Dell JCC and Shalom Austin. The opening of this new 580-square-foot Ballet Austin Pilates Reformer Studio, along with the addition of a variety of adult dance workshops, extends the seven-year presence of the Ballet Austin Academy’s satellite location for children studying classical ballet and creative movement, now in a beautiful new 1300-square-foot dance studio. As a nonprofit arts organization committed to *involve and strengthen the community through the creation and experience of dance and the encouragement of health and well-being*, Ballet Austin appreciates the opportunity to partner with the Dell Jewish Community Center, welcoming the community to this extraordinary JCC designed for every member of the family, at all stages of life.”

Janet S. Elam, Chief Operating Officer at Shalom Austin says, “I am thrilled that we are expanding what has already been a meaningful partnership with Ballet Austin. We are proud of the offerings provided to children through the Academy and excited to be able to welcome all adults to enrich their lives with Pilates Reformer sessions and dance workshops. Our partnership

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with Ballet Austin aligns with the JCC's commitment to total wellness and community, and we look forward to seeing Pilates Reformer and workshop participants at the J.”

Ballet Austin successfully operates an award-winning Pilates Center at their downtown location as part of the [Butler Dance Education Center \(BDEC\)](#), under the leadership of Director Vicki Parsons. Ballet Austin's downtown Pilates Center has introduced thousands of clients to the Pilates method over the past 23 years. Under the leadership of Pilates Program Director, Master Instructor, and former professional ballet dancer Vlada Sheber, Ballet Austin's Pilates Center offers Reformer Pilates in two reformer studios, creating a place to connect and form genuine relationships through a journey towards physical and mental wellness.

Pilates Reformer sessions in both the downtown location and at the Dell JCC take place throughout the week, including both private and group sessions. Sheber and her team of certified Pilates Reformer instructors look forward to bringing the same award-winning level of quality instruction to the new Ballet Austin Pilates Reformer Studio at the Dell JCC. Ballet Austin staff, board members, clients, and community leaders welcome everyone to participate in the Grand Opening and ribbon cutting ceremony on June 26.

## EVENTS ON JUNE 26

- Ribbon Cutting - 11:00 a.m.
- Meet and Greet - 11:00 a.m. to 12:00 p.m.
- FREE Intro Pilates Reformer Class – 11:45 a.m. to 12:15 p.m.
- FREE Intro Pilates Reformer Class – 12:30 p.m. to 1:00 p.m.
- FREE Intro Pilates Reformer Class – 1:15 p.m. to 1:45 p.m.
- FREE Intro Pilates Reformer Class – 2:00 p.m. to 2:30 p.m.
- FREE Intro Pilates Reformer Class – 2:45 p.m. to 3:15 p.m.

## FOR MORE INFORMATION

To sign up for Pilates Reformer group sessions at the Dell JCC, please visit the [Pilates section of Ballet Austin's website](#). For more information about Pilates Reformer sessions at Ballet Austin's Butler Dance Education Center, please visit Ballet Austin's [Pilates Center](#) webpage. To learn more about the Dell JCC, please visit [ShalomAustin.org](#).

## ABOUT THE BUTLER CENTER FOR DANCE & FITNESS

Ballet Austin's Butler Center for Dance & Fitness is made possible through the generosity of Sarah and Dr. Ernest Butler. Located in the heart of downtown Austin, the Butler Center for Dance & Fitness (BCDF) offers a variety of classes for adults of all ages and levels looking for the best place to dance or work out. It is a place of community; a place where everyone can discover the joy of movement! Over 60 classes and workshops are hosted here each week,

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including Pilates, Ballet, Hip Hop, Hula, Contemporary, Jazz Funk, Latin Dance, African, Bollywood, Dance Fitness, Conditioning, Active Aging, and more! The BCDF strives to provide a meaningful, enjoyable, and memorable experience every time an individual visits, and to remain committed to promoting the health and well-being of all members of the Austin community.

## ABOUT BALLET AUSTIN

As distinctive and dynamic as the city it calls home, Ballet Austin welcomes audiences near and far to participate in its “classically innovative” vision for the creation of original artworks, classical ballet instruction, and life-long health and wellness through dance and fitness. With a rich history spanning six decades, acclaimed productions, a commitment to creating access to programs, and a large, classical ballet academy, the organization is poised for an even greater future. From their home at the Butler Dance Education Center in downtown Austin, Ballet Austin and Stephen Mills, Ballet Austin’s Sarah & Ernest Butler Family Fund artistic director, actively engage the community, dancers, and audiences alike. The New York *Times* proclaims Ballet Austin “a company with big ambitions” originating work that is “absorbing.” For additional information on Ballet Austin and to purchase tickets and classes, visit [balletaustin.org](http://balletaustin.org).

## ATTENTION MEDIA REPRESENTATIVES

Arrange interviews, access high-resolution images and videos, by contacting **Sarah Pace** at **512.476.9151 ex. 137**, or via e-mail at [sarah.pace@balletaustin.org](mailto:sarah.pace@balletaustin.org). Did you know Ballet Austin is a nonprofit, 501(c)(3) organization? [Learn more.](#)

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