

NEWS RELEASE

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FOR IMMEDIATE RELEASE: January 25, 2010

WHAT: Ballet Folklórico de México
WHEN: Tuesday, March 2 at 7:30 PM
WHERE: Fine Arts Center Concert Hall
University of Massachusetts Amherst
Call 800-999-UMAS or 545-2511 for tickets or go online to
<http://www.fineartscenter.com/>
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(Ballet Folklórico de México Brings the Colorful Magic of Traditional Mexican Dance to the UMass Fine Arts Center Concert Hall)

In 1952, dancer and choreographer Amalia Hernández founded the Ballet Folklórico de México, having embarked on a quest to rescue the dancing traditions of Mexico. Her goal was to share the opulent beauty of Mexican dance from the Pre-Colombian era, the Hispanic Viceroy period, and the popular period of the Revolutionary years. On Tuesday, March 2, the Ballet Folklórico de México will bring the traditional music, elaborate dance, and ornate costumes of Mexican culture to the UMass Fine Arts Center Concert Hall for a 7:30 PM performance.

Folk dance is among the most established demonstrations of the Mexican spirit. Its early appearance was associated with religious traditions and social and artistic movements of great significance to the region. Over time, Mexican dance came to mirror the culture's folkloric past and present. The Ballet Folklórico exemplifies this tradition by incorporating the essence of traditional Mexican dance and recreating it with the techniques of classical and modern dance. The swirling, colorful stage show, with its multi-colored costumes and its wide-ranging repertoire is a wonderfully appealing display of Mexico's aesthetic sensibility. Lovers of dance, of Latin American music, and of exotic cultural presentations are sure to find the performance an engaging experience and a spectacular evening of entertainment.

As an artistic ambassador of the nation, the Ballet has inspired an appreciation for Mexican culture around the world. Since 1961, when the troupe

won first prize in dance at the Festival of Nations in Paris, it has toured ceaselessly and also performed regularly in its stunning home venue in Mexico City, the Bellas Artes Theater. The troupe has presented its stage show over 15,000 times. *The New York Times* called Ballet Folklórico de México's Carnegie Hall performance "a fast-paced, entertaining show that can make viewers want to rush right off to Mexico." The *Times* dance critic also remarked that the Ballet was "the eternal and passionate face of México"; and "México visited through the magic glass of art." "The soul of México vibrates in it's greatest ballet," the review continued, and "one would like to stay in the theater and keep on watching the Mexicans until dawn."

The Fine Arts Center audience is invited to a Mexican cultural celebration in the Concert Hall lobby prior to the performance, beginning at 6:30 PM. This prelude will include dances by La MEChA, a student troupe from Mount Holyoke College that will perform dances from the state of Michoacan. La Veracruzana will provide authentic Mexican refreshments.

Tickets for the Ballet Folklórico de México performance on Tuesday, March 2 are \$35, \$25, and \$15; admission for Five College/GCC/STCC students and youth 17 and under is \$15. Tickets are available through the Fine Arts Center Box Office at 545-2511 or 800-999-UMAS, or online at the [FAC ticket webpage](#). Additional information may be found at the [Fine Arts Center website](#).

This performance is sponsored by United Wealth Management, *El Sol Latino*, WRSI 93.9FM The River, and Whole Foods.

Images suitable for publication are available at the Fine Arts Center [online Press Room](#).

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