



FOR IMMEDIATE RELEASE:

"REIMAGINED..." BALLET BENEFIT CONCERT COMING TO ATLANTA IN APRIL 2020

African-American Ballet Producer and recent Harvard University ALM'19 Dramatic Arts Graduate, La'Toya Princess Jackson, will present "(Re)Imagined..." a benefit concert to support the production of an original ballet exhibiting in Atlanta, GA, April 2020.

Princess, a multifaceted creative artist who has a background in ballet, singing, and songwriting is helping her production company, LaPrincess Entertainment Group, LLC raise money for its upcoming production "Vanity Lane: The Ballet" scheduled for Spring 2021.

"Vanity Lane" made its special debut at Harvard University in March 2018 with the support of the Office for the Arts at Harvard. It was the first ballet production presented by the Harvard Black Community & Student Theater Group (Black CAST). The original classical ballet written, composed, and performed by Princess, tells a story about ElectrKPrincess (played by Jackson) who suffers from low self-esteem and has a hard time loving herself; flaws and all. A spell is cast over the Masquerade Ball in Act 1 and ElectrKPrincess is transported in Act 2 to Crystalline City, where she takes a trip down Vanity Lane. Having to face the underlying truth of her brokenness and lack of self-confidence, the ElectrKPrincess is summoned to defeat three vanities. Students at Harvard described the ballet with this synopsis: "The ArchAndroid meets Alvin Ailey and Apollonia, then goes to Oz, only to find witches instead of the Wiz."

This ballet story is inspired by real-life experiences regarding self-love and beauty. Princess relates to the main character in the ballet as well as young women today who have self-esteem issues and battle with anxiety and depression.

"Vanity Lane: The Ballet" was created to provide underprivileged young girls, ages 3-16, with joy, healing, and restoration. "Vanity Lane" is a journey that teaches ElectrKPrincess how to love herself, overcome negativity, be authentic, and stop hiding behind a mask.

This is why the "(Re)Imagined..." benefit concert is important. The concert will raise proceeds to help bring ballet to the urban market, making ballet black by changing the face of ballet.

The two-part concert series will showcase exceptional performances by black and brown ballerinas and there will be a Ted Talk style intimate conversation that discusses the history of black ballet companies and their original ballet creations. A masterclass will also be available for people that are interested in learning basic ballet techniques and choreography from "Vanity Lane: The Ballet." This will be a 1-hour FREE session and it will take place before the concert begins.

"I want to inspire a new generation of black ballet dancers, songwriters and storytellers by giving them characters, stories, and music that they can relate to."

If you wish to find out more details about the "(Re)Imagined..." benefit concert, please be sure to visit the website.

Tickets will go on sale in the Spring.

If you would like to sign up as a volunteer, click here.

ABOUT LA'TOYA PRINCESS JACKSON

La'Toya Princess Jackson is a writer and producer of ballets, songs and plays. With a passion for the arts, La'Toya Princess Jackson has dedicated her life to entertainment and performing arts. She obtained her Bachelor of Arts degree in Mass Media Arts (Radio/TV/Film) at Clark Atlanta University and she began her professional career in the ballet world at the Boston Ballet as teaching faculty for the Boston Ballet School.

She was responsible for writing the ballet curriculum for the community programs and managing ECI on Location, a program which provides free ballet classes in Boston Public Schools and community centers throughout the city of Boston. She dances in the professional dance ensemble Ballethnic Youth Ensemble at Ballethnic Academy of Dance in Atlanta, Ga. She is a black ballet historian, theater producer, and performing artist.

At Harvard, she engaged in performance research under the direction of senior faculty in the Theater, Dance, Media department at Harvard and presented her thesis *Black Swans Shattering the Glass Ceiling: A Historical Perspective on the Evolution of Historically Black Ballet Companies*. She was a company member in the Harvard-Radcliffe Modern Dance Company and a dancer in the Harvard Dance Project, a faculty-led performance company. She has performed in several Theater, Dance, Media department productions at Harvard. She wrote, produced and performed in the original ballet production *Vanity Lane: The Ballet* and was one of the lyricists and composers for Black C.A.S.T.'s original musical which premiered on the Loeb Mainstage at the American Repertory Theater. She graduated from Harvard University in 2019 with a Master of Liberal Arts degree in Dramatic Arts in an interdisciplinary study of music, dance, and performance.

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