

BANGARRA ANNOUNCES TELSTRA AS NEW PRINCIPAL SPONSOR

The Bangarra Dance Theatre has today announced one of Australia's largest companies, Telstra, as their principal sponsor for the next three years.

Bangarra Dance Theatre's Chairman, Senator Aden Ridgeway said this partnership of two Australian icons means Bangarra can continue mentoring Indigenous youth through its cultural workshops program and capitalise on its increased international profile through its 2000 Sydney Olympic exposure by touring overseas.

"The Bangarra Dance Theatre is about inspiring and encouraging Australians through artistic expression and providing important indigenous role models for the community," Senator Ridgeway said.

"With the strength of Telstra behind us, we are much better positioned to present these opportunities to not only the Australian public but to international audiences. We very much welcome Telstra's involvement in that ambition."

Telstra Retail's Group Managing Director, Mr Ted Pretty said Telstra was delighted to sponsor the Bangarra Dance Theatre's artistic pursuits and indigenous youth program.

"As Bangarra performs one of the world's oldest art forms, it's exciting to introduce state-of-the-art technology to their art so it can be showcased throughout Australia and the world", Mr Pretty said.

"Telstra's support means the dance company can improve people's access to its performances with new Internet capabilities, which will carry webcasts of performances and chat sessions with dancers.

"And, just as importantly, our support will enable Bangarra to extend its cultural workshops program through regional and rural Australia."

Telstra is one of the largest supporters of the Arts in Australia, providing support through principal sponsorships to the Australian Ballet, National Aboriginal and Torres Strait Islander Arts Awards, and the Telstra Adelaide Festival.

The new deal comes during an extraordinarily exciting and diverse year for Bangarra. This year was kicked off with a cultural residency workshop program at Umawa in the Central Desert, which culminated in a single performance at Araluen in Alice Springs.

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