



ARTS AND BUSINESS COUNCIL OF NEW YORK 2007 ENCORE AWARD WINNERS

Arts & Business Partnership Awards

American Ballet Theatre and Payless ShoeSource

American Ballet Theatre and Payless ShoeSource are recognized for their collaboration to create a dynamic cobranding effort: "ABT Spotlights" dance shoes, available exclusively at Payless. Together, they are empowering children of all backgrounds all across America to reach for their dreams.

Zabar's and Symphony Space

Two beloved Upper West Side Manhattan destinations, **Zabar's** and **Symphony Space**, have formed a marketing partnership with the tagline, "Feed Your Body. Feed Your Soul!" Together, they are broadening awareness of their products and programs, both city- and nationwide, as well as promoting the Upper West Side as a cultural destination via such initiatives as the Upper West Fest.

Creative Business Volunteer Award

Alexandra Tyler, vice president of customer engagement with Citigroup, joined ABC/NY's Business Volunteers for the Arts (BVA) program in early 2006, and began working as a pro bono consultant with the Teachers & Writers Collaborative (T&W) to assist with the planning and generating of in-kind support for a September 2006 open house/celebration of T&W's new offices and event space. Her efforts, recognized with the 2007 Creative Business Volunteer award, have grown to include chairing a committee to maximize the marketing and fundraising success accompanying T&W's 40th anniversary. This literary arts education group has been serving children in New York's schools and distributing publications across the country since 1967.

Arts Management Excellence Award

For the first time, ABC/NY will be making an Excellence in Arts Management award to a triumvirate: the executive leadership of Repertorio Español, **René Buch, Robert Federico, and Gilberto Zaldívar**. Mr. Buch and Mr. Zaldívar founded the off-Broadway company, dedicated to Spanish-language theater and cultural exchange, in 1968. Mr. Federico first designed a production for Repertorio in 1971 and joined the leadership in 1972. At its own theater and on tour, Repertorio now serves 50,000 people each year; in 2006, they produced more than 350 performances, 115 of them as school-day matinees.

Another 2007 award goes to **Ada Ciniglio**, executive director of High 5 Tickets to the Arts. Under Ms. Ciniglio's leadership since 1993, High 5 has grown from a volunteer effort to a staff of 10 and board of 25, now serving teenagers in all five boroughs. They have provided more than 100,000 tickets (at \$5 each) to teens, helped 250 arts organizations excite and build future audiences, and developed an extremely popular Teen Reviewers and Critics afterschool program.

Corporate Hall of Fame Award

In recognition of significant arts support sustained over time, financial and volunteer, the 2007 inductee is **JPMorgan Chase**.