



STEFFI NOSSEN DANCE FOUNDATION ANNOUNCES APPOINTMENT OF NEW EXECUTIVE DIRECTOR

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The Board of Directors of the Steffi Nossen Dance Foundation is pleased to announce that Kaylen Ratto Giannini has been appointed Executive Director of the Steffi Nossen Dance Foundation. The appointment was announced by board chairman Jonathan Kanovsky. Ms. Giannini will lead the organization's long-range planning, program development, and donor and sponsor development to aid its efforts to further extend the benefits of dance to underserved communities. Her experience with marketing and dance education will enable the Foundation to more effectively share their programs with families throughout Westchester County.

The Foundation manages the 76-year-old Steffi Nossen School of Dance which offers a wide variety of dance programs for pre-schoolers through pre-professionals across the county and serves as a dance resource- promoting the awareness of dance and enriching the dance environment. It offers programs for broad and diverse populations including outreach programs to those traditionally underserved or with special needs.

Ms. Giannini joins the Foundation having previously served as Director of External Affairs at Youth America Grand Prix, the world's largest ballet education initiative. At YAGP Ms. Giannini oversaw public relations, communications and fundraising. In addition, her development leadership resulted in meaningful increases in earned and contributed income including four special events at the David H. Koch Theater at New York's Lincoln Center.

Ms. Giannini replaces Jeannie Aplin whose successful nine year tenure was marked by the design and realization of a significant re-branding and strategic marketing and communications plan; including the celebration of the school's 75th anniversary. Ms. Aplin moves on to pursue further professional goals.

Prior to YAGP, Ms. Giannini managed client outreach programs and special events at Career Transition for Dancers (CTFD), a nonprofit organization that helps dancers to define their career possibilities and develop the skills necessary to excel in a variety of disciplines.

Born in Southern California, where she trained in dance, she holds a BA in dance and education from University of California, Irvine. She was a member of the faculty at Lauridsen Ballet Center in California and also taught in Washington, DC at Joy of Motion Dance Center and in public schools through Dance Institute of Washington. While in Washington she danced professionally with CrossCurrents Dance Company and was an Operations Associate at Cultural Development Corporation, an organization dedicated to providing live/work space for artists.

Ms. Giannini is currently a member of American Ballet Theatre's Junior Council and a past member of Dance/NYC's Junior Committee and the Emerging Leaders of New York Association.

In announcing the appointment, Mr. Kanovsky stated, "We are excited to have found Ms. Giannini, with her unique combination of dance education and nonprofit dance management background. We are looking ahead to her leadership in expanding our footprint sharing the joy of dance with communities throughout Westchester."

Ms. Giannini adds "As a former dancer and educator, I personally feel deeply connected to the history and educational excellence of the Foundation. I'm looking forward to bringing my extensive fundraising and marketing experience to Steffi Nossen to lead it

successfully into the future. I'm confident that the organization will remain Westchester's Dance Destination through new partnerships and campaigns that capitalize on the organization's stellar reputation and holistic approach to teaching the joy of dance."

For further information, please contact Judy Ross, Community Relations Director at jgr@steffinossen.org.

About Steffi Nossen Dance Foundation:

The Steffi Nossen Dance Foundation, formerly the Dance in Education Fund, is a not-for-profit dance advocacy and community outreach organization, which seeks to foster the arts in Westchester County. The Foundation supports and promotes arts, allowing for dance education and performances to be available to broad and diverse populations. Through significant artist support, outreach classes and free performances, the Foundation introduces dance to traditionally underserved children and adults. Through the support of the Foundation, Steffi Nossen School of Dance enables all students, including those with special needs, the opportunity to participate in their extensive programs and classes in a non-competitive environment. A generous financial aid and scholarship program supports those with significant economic challenges. With a sterling reputation in the industry and a rich 76-year history, Steffi Nossen is a leader among dance schools, focusing on the growth of students' mind, body, spirit, and character.

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