



For Immediate Release

**Ruinart Champagne Announces Partnership with New York City Ballet,
Becoming the First Official Champagne of the World-Renowned
Dance Company**

**Partnership Launches Tonight at NYCB's Spring Gala,
Celebrating the Ballet's 50th Year in Lincoln Center's David H. Koch Theater**

New York (May 8, 2014)—Ruinart Champagne announces its partnership with the New York City Ballet (NYCB), marking its status as not only the world's first established Champagne House, but also the first official champagne of the renowned dance company. As part of the partnership, Ruinart will be served at NYCB's special events including the Spring Gala on May 8, and NYCB will launch a Ruinart Champagne bar for ballet-goers in the David H. Koch Theater's lobby beginning in September 2014.

At tonight's NYCB Spring Gala, the new official champagne will be poured throughout the evening as guests celebrate the 50th anniversary of the opening of the New York State Theater, now the David H. Koch Theater. The one-time only evening will feature works performed at the theater's inaugural performance in April 1964, as well as a world premiere ballet created by NYCB soloist Justin Peck, to a commissioned score by Sufjan Stevens.

Ruinart's new role highlights the natural pairing of two elegant occasions: enjoying a glass of champagne and attending a ballet performance. The partnership is also a seamless extension of Ruinart's established commitment to the arts. The champagne house has cultivated close, long-standing relationships with the art world through ongoing collaborations with contemporary artists and partnerships with a number of international art events.

"An evening at the ballet and Ruinart champagne are the perfect pairing for a pleasurable, elegant evening," states **Ruinart Champagne U.S. Brand Director Nicolas Ricroque**. "This partnership between the illustrious ballet company and our renowned champagne house will enhance the already memorable experience of attending the New York City Ballet."

New York City Ballet Executive Director Katherine Brown adds, "As the world's first champagne house, Ruinart knows a thing or two about tradition and heritage, as well as

elegance and sophistication. We are thrilled to have them as our partner and greatly appreciate that their presence will serve to enhance our patrons' experience at every performance, at our galas and other special occasions."

NYCB will open the Ruinart Champagne bar timed with the opening of the Company's 2014 Fall Season this September. The bar will be located on the theater's Promenade.

In addition to the Ruinart Champagne bar, Ruinart will be the official champagne of the NYCB's prestigious special events, including their Spring and Fall Galas, as well as their Annual Luncheon. Ruinart will also be the champagne feted with during NYCB's world premieres and other special occasions.

About New York City Ballet

New York City Ballet is one of the foremost dance companies in the world, with a roster of more than 90 dancers and an unparalleled repertory of modern masterpieces. The Company was founded in 1948 by the legendary choreographer George Balanchine and arts patron Lincoln Kirstein, and quickly became world-renowned for its athletic, contemporary style, and a repertory of original ballets that has forever changed the face of classical dance. Now under the direction of Ballet Master in Chief Peter Martins and Executive Director Katherine Brown, NYCB is committed to promoting creative excellence and nurturing a new generation of dancers and choreographers.

About Ruinart

Ruinart Champagne is the first established champagne House, founded in 1729 by Dom Thierry Ruinart, a learned Benedictine monk, who foresaw the promising future of "the wine with bubbles." Dom Ruinart inspired his family to craft a limited production of champagne with no compromise to quality. The House of Ruinart appreciates that essential ingredients are key to the creation of exceptional Champagnes, and Ruinart harvests only the finest Chardonnay grapes with a high concentration of Premiers Crus, housed in its iconic transparent bottle inspired from the first Champagne bottles of the 18th century. In 1768, Ruinart acquired former Gallo-Roman chalk quarries to store its bottles, which became a French Historical Landmark in 1931. These *crayères* offer the triple benefit of a constantly stable temperature, the complete absence of vibration and a perfect humidity level, providing ideal conditions for the aging of the Ruinart wines and the golden thread of the Ruinart taste: fresh, luminous, and elegant. Dom Ruinart's vision and heritage of excellence has been passed down and continues to be a core value and tradition of Ruinart. Today, the House is also a committed partner of the arts around the world, and acts as the official champagne of more than 20 art fairs globally.

www.Ruinart.com

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