

NDI ANNOUNCES KATHY LANDAU AS NEW ED

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NATIONAL DANCE INSTITUTE ANNOUNCES KATHY LANDAU AS NEW EXECUTIVE DIRECTOR

Kathy Landau has been appointed the new Executive Director of National Dance Institute (NDI), a not-for-profit organization in New York City, that has transformed the lives of more than two million public school children since its founding in 1976 by world-renowned New York City Ballet dancer Jacques d'Amboise.

Ms. Landau has extensive experience as a senior executive with a diverse background that includes a successful history of building high-profile brands, innovating high-impact marketing and public relations strategies, and securing high-visibility brand awareness. A strong advocate for the arts, she has experienced the impact made by NDI first-hand, as the parent of two NDI dancers.

Prior to joining NDI, Ms. Landau was President & Founder of KL Concepts Inc., a branding and design firm with clients and strategic alliances that ranged from luxury brands to media-driven businesses and entertainment industry leaders. Before opening her own company, she worked with Diane von Furstenberg at DVF Studio for more than 10 years, where she repositioned and restructured the designer's business, building a multi-level and multi-brand organization with both domestic and international partners.

"If Kathy Landau was with NDI in our early days, we would be all over the world, as well as on the top of Mount Everest," says NDI Founder Jacques d'Amboise.

"It is a joy to have Kathy on board," adds Artistic Director Ellen Weinstein. "Having built a successful career bridging the arts and the business worlds, she is uniquely qualified for this position. I look forward to working together with Kathy and our staff as NDI continues to soar and reach new heights."

"I'm thrilled to be joining the NDI team and to work with Jacques, Ellen, the Board of Directors and staff to usher NDI in a new era of organizational growth and strength," says Landau. "This is a tremendously exciting time at NDI, and this opportunity represents for me the perfect marriage of passion and profession."

Ms. Landau completed her formal studies at Brown University with a focus in art history and dance. She resides in Edgemont in Westchester with her husband and three children, Emma Rose, 15, Sacha, 13, and Twyla, 10.

National Dance Institute was founded in the belief that the arts have a unique power to engage children and motivate them towards excellence. Using professional artists and a distinctive combination of dance classes and performances integrated with music, literature and the visual arts, children learn how to work together to reach for their personal best. In addition to working with children, NDI offers Teaching Artist Training Workshops as an introduction to the NDI methodology. For more information, please log on to www.nationaldance.org.

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