

10 September 2013 | [Operations](#) [1]

[Virgin Australia Becomes Major Sponsor of Sydney Dance Company](#) [2]

Virgin Australia today became a Major Sponsor of Australia's leading contemporary dance company, Sydney Dance Company.

The partnership will support Sydney Dance Company's travel to cities around Australia, including Sydney, Melbourne, Canberra, Perth and the Gold Coast.

Virgin Australia Chief Customer Officer Mark Hassell said: "As part of our repositioning of Virgin Australia as the airline of choice, we wanted to support other organisations that align with our values of innovation and vibrancy and appeal to a cross section of the community.

"We believe Sydney Dance Company encapsulates those values, creating inspiring and unique performances in Sydney, around Australia and internationally under the artistic direction of Rafael Bonachela.

"We are very pleased to support the company's domestic travel, complementing the strong support for international travel provided by our alliance partner Singapore Airlines", Mr Hassell said.

Sydney Dance Company's Executive Director, Anne Dunn, said: "We are really excited about embarking on this new partnership with such a well respected airline.

"As Australia's leading contemporary dance company, it is essential for us to be able to take dance to every corner of the country", Ms Dunn said.

The new Partnership kicks off with a collaboration between Sydney Dance Company and the Australian Chamber Orchestra on Project Rameau in Canberra on September 12, which will see two of Australia's greatest contemporary arts companies, both Virgin Australia partners, come together on stage for the first time.

[Tweet](#) [3]

© Virgin Australia Airlines Pty Ltd.

ABN 36 090 670 965

- [Terms of Use](#)
- [Privacy](#)
- [Conditions of Carriage](#)

Source URL: <https://newsroom.virginaustralia.com/release/virgin-australia-becomes-major-sponsor-sydney-dance-company>

Links

[1] <https://newsroom.virginaustralia.com/news/4>

[2] <https://newsroom.virginaustralia.com/release/virgin-australia-becomes-major-sponsor-sydney-dance-company>

[3] <http://twitter.com/share>