

## Julia Hoon-sook Moon, Universal Ballet Director, Wins Grand Prize in Arts at Korean National Brand Conference

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Julia H. Moon, Director of Universal Ballet, received the National Brand Grand Prize in the Classical Arts category at the '2024 National Brand Conference' held on December 30, 2024, in the Main Conference Room of the National Assembly Members' Office Building in Yeouido, Seoul.

The National Brand Conference, now in its ninth year, is hosted by the National Brand Promotion Institute and recognizes and awards companies, organizations, and individuals who have enhanced the national brand and image of Korea in the international community. This year, grand prize winners were selected in nine categories. Among past recipients of this award in the arts category, Director Julia H. Moon became the first winner

from the ballet field.

Additionally, Director Julia H. Moon received a Special Award at the 'HDI Human Management Awards' ceremony held on December 17 at Novotel Ambassador Gangnam in Seoul.

This awards ceremony, marking its 10th anniversary this year, is organized by the HDI Human Development Institute (Chairman Jong-nam Oh) to select and honor Korean business leaders who are driving innovation, social contribution, talent development, and future vision for Korea in various fields.

### Presidential Citation at the Republic of Korea Volunteer Service Awards



①②Universal Ballet Director Julia H. Moon receiving the Presidential Citation for Volunteer Service Awards (Dec. 5) ③Receiving the Grand Prize in Arts Category at 2024 National Brand Conference

A particularly noteworthy achievement is that the Universal Ballet Company, led by Director Julia H. Moon, received the 'Presidential Citation' at the '2024 Republic of Korea Volunteer Service Awards.' Universal Ballet is the first performing arts group to receive this award, which is the most prestigious honor in Korea's volunteer service field.

The Republic of Korea Volunteer Service Awards ceremony, now in its 19th year, was held on December 5 at Hallym University's Ilsong Art Hall in Chuncheon, Gangwon Province, jointly organized by the Ministry of the Interior and Safety, the Korea Volunteer Council, and the Korea Volunteer Center Association. This event is held annually on December 5 to commemorate 'International Volunteer Day.' Universal Ballet, Korea's first private ballet company, has performed over 3,100 times in Korea and 25 countries worldwide, promoting the status of Korean ballet globally.

Director Julia H. Moon stated, "Following the vision of our founders, Rev. Sun Myung Moon and Dr. Hak Ja Han Moon, that 'art is a path of serving humanity,' we established the ballet company's mission as 'living for the sake of others through art.' All our activities have always strived to give back to society and repay the love we receive from our audiences." She added, "We will continue to develop various cultural sharing projects with society through ballet."