

AFRICAN, BALLET, BOLIVIAN, MEXICAN FOLK, POLYNESIAN, ROLLER DISCO, SALSA, SWING, TAP, UKRAINIAN FOLK & WAACKING

10,000 DANCERS IN 155 GROUPS PERFORMING 77 DIVERSE DANCE STYLES

ON THE STREETS OF NEW YORK FOR THE EIGHTH DANCE PARADE AND DANCE FESTIVAL, MAY 17, 2014

For Immediate Release

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New York, May 16, 2014 – 10,000 dancers will participate in the Eighth Annual Dance Parade and Festival in New York on Saturday May 17th 2014 - the world's largest display of dance diversity. The Parade unfolds as a vibrant procession of pageantry and movement embodying the cultural richness that New York reflects as a global dance city. Ancient styles such as African, Estonian, Japanese and Middle Eastern fall in with modern innovations such as tap, swing, contemporary, urban, social forms and hip-hop.

The Parade unites dancers of all genres and ages throughout New York City under the 2014 theme *Be the Momentum*. Leading out the Parade this year will be the Iskra Ukranian Dance Ensemble. It begins at 1pm on 21st Street and Broadway, moves south through Union Square and down University Place to 8th street where each group dances before a Grandstand. Turning east on 8th Street Parade dancers salsa, swing and two-step their way across Saint Marks Place and into Tompkins Square Park in the East Village for DanceFest. The Festival, a four-hour program of free dance performances on four stages with lessons, experience dance booths and site specific and social dancing throughout the Park.

"There's an expression 'If it feels good, do it,' and dance feels good. You can see that in all the smiling faces from one culture to the next," says Greg Miller, Executive Director of Dance Parade, Inc, the non-profit organization that produces the day's events. "This year's theme ***Be The Momentum*** is a call to action to celebrate a shared love of dance. We want to inspire folks to take on this fun and healthy activity."

Cutting the ribbon this year at the start of the Parade at 1pm will be Tony Award Winner, tap dancer marvel and choreographer, **Savion Glover**, Grammy award winning producer and DJ **Hex Hector**, and Doris Duke Artist Award winner and artistic director **Jawole Willa Jo Zollar** of the world renowned African diaspora dance company, Urban Bush Women.

"It is hugely challenging to organize but there is nothing like it on the planet," said Rifka Lopez, this year's Parade Production Director. "We have groups who register to come back year after year - the Bolivian Tinkus, Fusha Dance Company, The Pink Tutu Ballet - then word spreads, and to date we have 10,000 dancers registered to dance in 155 different groups performing 77 styles of dance. And that's not including the single dancers who can still register to dance on the day of the Parade."

This year's Parade will also feature senior dancers who learned routines through a five-week Community Outreach program, organized through a partnership with the New York City Department of Aging. "It's exciting to see seniors turn up for our dance workshops because they know the secret to an active mind

is an active body," said Shireen Dickson, Dance Parade's Education Coordinator. And keeping it real are America's first breakdance group of mothers over 50 - Momz N Da Hood.

ABOUT DANCE PARADE NEW YORK

Dance Parade originated as a reaction to a 2006 lawsuit against New York City's 1926 Cabaret License Law that restricts social dancing. After New York State Supreme Court Judge ruled that social dancing was not considered expressive activity protected by the State Constitution's freedom of expression amendment, the organization leveraged an outpouring of vibrant cultural and dance expression into what became a nonprofit artistic and cultural event. For more information on the cabaret laws, visit www.legalizedance.org

Dance Parade New York is an entity of Dance Parade Inc whose charitable mission is to promote dance as an expressive and unifying art form, while educating the public about opportunities to experience Dance. Dance Parade celebrates diversity by showcasing all forms of dance around the world through sponsorship of a yearly, citywide Dance Parade and Dance Festival. Additional programs include education outreach, residencies and artistic partnerships to aid in increased public awareness, and the showcasing of dance on multiple levels.

For our Media Kit including high resolution photos and more information about Dance Parade and our Education programs please visit: danceparade.org/wp/media downloads.