



SIXTH ANNUAL DANCE PARADE AND FESTIVAL ANNOUNCES 2012 PARADE & THE RELEASE OF ITS NEWLY REDESIGNED WEBSITE

More Than 70 Dance Styles, Nearly 200 Groups, Over 25 Performances

NEW YORK, [January 8, 2012](#) – [Dance Parade New York](#), the only parade in the world to exclusively celebrate and showcase the diversity of dance, will mark its [sixth](#) year on **May 19, 2012, at 1:00 PM Eastern**. The parade will commence at Broadway and 21st Street, travel south through Union Square, turn east onto 8th Street and end in Tompkins Square Park in the East Village. This annual celebration of [unique](#) dance styles from around the world continues to grow by thousands of participants each year and will include a colorful explosion of [75](#) styles and 200 diverse groups, as well as an eclectic offering of decorative floats and lively music. The three-hour **post-parade DanceFest**, to start at **3:00 PM**, will feature two performance stages, dance lessons, workshops, dance parties and kids activities.

Since 2007, 30 of the 200+ groups have participated all [five](#) years, dancer participation has quadrupled and spectators have increased by nearly 50% each year, with an estimated 55,000 attendees in 2011. The non-profit organization will draw nearly 100 volunteers this year, many of whom have also been with the parade since its inception. As part of their continued growth, Dance Parade has launched a new website which features things such as an easier registration process for both individuals and dance groups, a live Twitter feed, Education programs and a fully interactive Events Calendar. As they continue to cultivate their following, the new site will help them better communicate with their participants and educate the public on what they can expect from Dance Parade in the upcoming year.

“Dance Parade pays homage to the spirit of dance - a tribute to the history, cultures, people, founders and styles of dance that touch millions each day,” says Greg Miller, Founder/Director of Dance Parade New York. “This parade, the only one of its kind, establishes dance as an expressive art form for all ages. It provides an interactive platform on which to educate spectators about various cultures and their unique forms of dance, while inviting them to join the fun and start dancing!”

The impressive list of dance genres to be represented in the Sixth Annual parade will include traditional, cultural, urban, electronic and club dance styles, as well as their associated music. Participants and spectators can check into the

parade on [FourSquare](#) as a moving target or post real-time videos to [Dance Parade's YouTube channel](#). Fans can also follow the parade on [Twitter](#) and [Facebook](#).

All dancers must register for the parade in advance through the Dance Parade website: http://www.danceparade.org/EE/index.php/join/join_parade/. Registration is free for individual dancers, and there is a suggested donation of \$50 for dance organizations. The parade encourages under-resourced groups the opportunity to perform on the world stage of this popular parade route and provides free scholarships for organizations that cannot pay the fee.

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ABOUT DANCE PARADE NEW YORK

Dance Parade New York is an entity of Dance Parade Inc., which began in 2006 as a 501(c)3 non-profit organization. Its 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 and artistic partnerships to aid in increased public awareness and the showcasing of dance on multiple levels.

For more information about Dance Parade New York's programs, volunteer and sponsorship opportunities, or to donate, please visit www.danceparade.org.

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