



# DANCE PARADE

## MEDIA KIT

(267) 350-9213 / [danceparade.org](http://danceparade.org)  
[publicity@danceparade.org](mailto:publicity@danceparade.org)



We are a 501(c)(3) non-profit organization. Our mission is to promote dance as an expressive and unifying art form by showcasing a wide array of dance forms, educating the general public about the opportunities to experience dance, and celebrating the diversity of dance by sponsoring the yearly city-wide Dance Parade and Dance Festival.



## 12TH ANNUAL DANCE PARADE

Under the theme "THE CABARET OF LIFE", over ten thousand dancers will showcase more than 80 unique styles of dance in the world's largest display of the diversity of dance, Saturday May 19th, 2018.

## 12TH ANNUAL DANCEFEST

At the conclusion of the parade, DanceFest comes alive in Tompkins Square Park with choreographed performances, workshops and social dance – all FREE to the public!



## COMMUNITY ENGAGEMENT PROGRAMS

Our Community Engagement Programs provide engaging education curriculum to schools, recreation facilities and community centers in all five boroughs of New York City. Students enjoy the exciting conclusion of 10-20 weeks of classes by performing in Dance Parade and at DanceFest!



# DANCE PARADE NEW YORK

Dance Parade New York is the world's only parade to exclusively celebrate and showcase the diversity of dance. This annual celebration of eclectic dance styles from around the world boasts tens of thousands of dancers and spectators, more than 80 styles of dance and nearly 200 dance groups.

The parade is a colorful explosion of beautiful dancers. A family and community favorite, the yearly parade is a one-of-a-kind display of New York's richly diverse artistic community and the cohesive impact it has on the international community.

The parade commences at Broadway and 21st Street, travels south through Union Square, turns East onto 8th Street and continues into Tompkins Square Park in the East Village.

As the parade filters into the park, it transforms the space into a world of spirited dance displays and interactive activities. At DanceFest hours of on-stage performances, dance lessons, workshops, kids' activities and dance parties await those attending this post-parade festival.

Both the parade and festival are excellent ways to educate the community about the evolution of dance, the vital role it has played in cultures around the globe, and the importance of supporting the organizations and individuals who work so hard to preserve and promote this vital art form.



## ORGANIZATIONAL HISTORY

The organization owes its roots from a dance advocacy movement related to the 1926 NYC Cabaret License requirement that restricts dancing. In 2006, a New York State Supreme Court ruled against a group of House, Hip-Hop, Ballet and Swing dancers that social dancing was not considered expressive activity. As a result, the inaugural Dance Parade of 2007 was organized to present dance as expressive in all its forms.

Since 2007, hundreds of organizations have been invited to “Be Stars On Broadway” each May by presenting their art on this public world-stage. The parade presents emerging as well as established artists and showcases over 80 styles of dance, allowing thousands of artists to reach a broader audience.

DanceFest serves as a Grand Finale to the parade in Tompkins Square Park which includes curated performances on stage, “Experience Dance Booths,” a teaching area and a social dance area--all free to the public and providing an opportunity for artistic dialogue and collaboration.

Throughout the year, the organization utilizes its vast network to employ its roster of dedicated dancers and performing artists in New York City performances such as Winter’s Eve at Lincoln Square and in unique productions like “Dancing Through the Light” at Greenwood Cemetery and Eve Ensler’s “One Billion Rising”.

Since 2008, the organization offers Community Engagement Programs, which have benefited thousands of students through ten-week residencies at schools, community and senior centers. The programs crescendo with signature participation in the parade and festival.





# THE DANCE PARADE



## TRADITIONAL AND MODERN DANCE FORMS

Dance Parade New York showcases cultural vibrancy with ethnic groups, including: African, Middle Eastern, Latin American, Asian, as well as social dance styles, including: Swing, Salsa, Tango, Hip Hop, club dancing, and more. Traditional dance forms such as Ballet, Modern, Tap and Jazz are also heavily represented during the parade. Modern forms include dancers from the New York Nightclub soulful house, electronic and burning man style performing artists along with hip-hop, whacking, voguing, popping and locking dancers.



## WATCH OUT FOR THE NEW YORK DANCE POLICE!

A brigade of 30 uniformed men and women “NYDP” patrol the parade playfully seeking participants to join the dance. Continuing a fan favorite tradition started in 2007, audience members, onlookers or others not dancing are approached by the dance police and asked a few questions. Non-dancers are given a summons stating that they must report to a dance school or nightclub to serve time: dance lessons or practice. The summons is accompanied with a discount or free offer for entry to a club or school. The Dance Police’s vigor brings smiles to those being ticketed... maybe the NYPD should follow suit.



## GRANDSTAND

The grandstand is located in Astor Place Plaza, where Fourth Avenue meets St. Mark’s Place. Seating more than 300 spectators, the stands are the best seat on the parade route as 10,000 dancers stop and perform.

Tickets are available for purchase and all proceeds go to the cost of the parade.

# 2017 DANCE PARADE & FESTIVAL



# GRAND MARSHALS

Each year, Dance Parade has honored individuals who have made significant contributions to a particular dance culture or have achieved notability in their genre of dance.

YEAR	HONOREE	GENRE	KNOWN FOR
2017	<b>Maurice Hines</b>	Tap	Legendary tap dance performances on Broadway
	<b>Mestre João Grande</b>	Capoeira	Highly-regarded by Capoeistas around the world, having trained directly with the “father of Angola” Mestra Pastinha
	<b>Rosie Mendez</b>	Community	Council Member Mendez served City Council for 12 years with parade support in her district
	<b>Frankie Bones</b>	Techno	Pioneer of techno music in the US and founder of “Peace, Love, Unity and Respect” Movement
2016	<b>Garth Fagan</b>	Modern Choreographer	Career spanning 55 years in contemporary dance including choreography for <i>The Lion King</i>
	<b>Kwikstep &amp; Rokafella</b>	Hip Hop & Break Dance	DJ KS 360 aka “Kwikstep” Bessie Award winning street dancer & global DJ. B-Girl Rokafella pioneer female break dancer.
2015	<b>Carmen de Lavallade</b>	Ballet	60 years of Dance Theatre, Film and TV
	<b>Robert Battle</b>	Ballet	Choreographer and Artistic Director of Alvin Ailey American Dance Theater
	<b>Mary Verdi-Fletcher</b>	Physically Integrated Dance	Founder of Dancing Wheels
	<b>Rekha Malhotra</b>	Bhangra	Pioneer of Bhangra Music in North America
2014	<b>Savion Glover</b>	Tap Dance	Tony Award winning dancer
	<b>Jawole Willa Jo Zollar</b>	Contemporary	Founder and Artistic Director of Urban Bush Women
	<b>Hex Hector</b>	House	Grammy Award winning DJ and Producer
2013	<b>Dr. Charles Davis</b>	African	Artistic director and founding elder of DanceAfrica
	<b>Jacquelyn Buglisi</b>	Dance Theater	Choreographer of more than 80 ballets for BDT and commissioned work worldwide
	<b>Louie Vega</b>	Soulful House	Grammy winning and four time nominated DJ, producer, songwriter and composer
2012	<b>Ashley Tuttle</b>	Ballet	Principal dancer at American Ballet Theater, Tony Award nominee for Twyla Tharp’s “Moving Out”
	<b>Elisa Monte</b>	Modern	Founder and Director of Elisa Monte Dance for 31 years; Choreographed “Treading” for Alvin Ailey
	<b>Bill Shannon</b>	Skate Board on Crutches	World reknown artist that developed his own genre of street dance on crutches
	<b>DJ Jonathan Peters</b>	House	Legendary Sound Factory resident DJ with tours around the world
2011	<b>Charles Reinhart</b>	Contemporary	President of the American Dance Festival since 1968
	<b>Joseph Harrington</b>	Broadway “Billy Elliot”	The youngest Billy to play in the current Broadway hit “Billy Elliot” the Musical
	<b>Kat Wildish</b>	Ballet	New York City master ballet and pointe teacher
2010	<b>Ellenore Scott</b>	Contemporary	Finalist in Fox TV’s “So You Think You Can Dance” and performed at the 82nd Annual Academy Awards
	<b>Elizabeth Zimmer</b>	Dance Critic	Writes for Metro, Ballet Review amongst other publications. Editor of Body Against Body
	<b>DJ Jellybean Benitez</b>	Pop Music	Produced more than 100 “Top 10” hits for Madonna, Whitney Houston and Michael Jackson
	<b>Amy Marshall</b>	Modern	Acclaimed Artist Director, performance affiliations with Paul Taylor, David Parsons and H.T. Chen
2009	<b>Luis Salgado</b>	Broadway	Award winning Choreographer for “In the Heights”
	<b>Don Cambell</b>	Popping & Locking	“Cambellock” Popping & Locking pioneer of Locking (Urban Style)
	<b>Morocco</b>	Raq Sharki	Belly Dance World renowned for her unique style
2008	<b>Luigi Faccuito</b>	Jazz	Father and innovator of Jazz dance; invented the “5, 6, 7, 8” at dance rehearsals
2007	<b>DJ Kool Herc</b>	Hip-Hop	Father of Hip-Hop
	<b>DJ Danny Tenaglia</b>	House	Internationally recognized house music DJ
	<b>Djoniba Moufle</b>	African	African Leader in African Dance teaching



# COMMUNITY ENGAGEMENT PROGRAMS

Dance Parade's Community Engagement Programs allow participants of all ages - from schools to community and senior centers - to discover their own innate capacity for the communication of ideas, thoughts, and feelings through the medium of dance.

## PROGRAM OFFERINGS

*CULTURAL RESIDENCIES* – Multi-week residencies focused on culturally specific dance forms

*COMMUNITY KINECT* – Using dance to instill lifelong enthusiasm for physical fitness

*AGELESS ACTION* – Serving older Americans through the joy of movement and dance

*WORKSHOPS AND PERFORMANCES* – Single-day performances and workshops

## OUR PROGRAM BENEFITS

- Exposure to the creative process as it relates to dance: from conception, to reflection, to construction, critique, and public presentation
- A greater comfort with, and awareness of, their bodies in space as individuals and as a collective
- Physical activity that supports coordination, flexibility and improved circulation and engaging explorations of meaningful ways to maintain fitness for a lifetime
- A unique perspective on learning about and respecting history, progress and diversity by studying the way a culture moves

All participants in Dance Parade's Community Engagement Programs have the unique opportunity to dance alongside their teaching artists in our annual parade on Broadway and Festival in May!

Dance Parade is a 501(c) non-profit that presents over 200 groups in over 80 styles of dance annually during our May Parade and Festival. Supported by proceeds from the parade and its generous donors, we are privileged to be able to offer a unique, experienced selection of dance for your community through one (or more!) of our programs.





# ORGANIZATION AND STRUCTURE

Dance Parade, Inc. is a 501(c)(3) non-profit charity. The organization is governed by a Board of Directors and staffed by passionate team supported by volunteers with a wide-range of professional expertise. Nine specialized committees which include executive, development, finance, production, marketing, recruiting, legal, educational outreach and affiliates, work to accomplish Dance Parade's tasks and goals each year.

The organization has received grants from various foundations including the Lower Manhattan Cultural Council's Manhattan Community Arts Fund, The Creative Communities Fund from the New York State Council on the Arts, and the New York City Department of Cultural Affairs. Additionally, the parade engages multiple sponsors throughout the year.



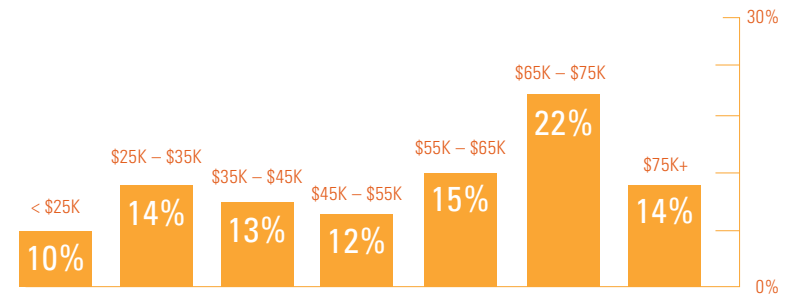
## **GREG MILLER** *Founder and Executive Director*

Having worked 18 years in management for Fortune 500 companies, Greg Miller has been serving the public sector since creating Dance Parade, Inc in 2006. Drawing from 9 years of living abroad, Greg seeks to anchor the Dance Parade vision by encouraging as many colorful and vibrant forms of movement as possible — nourishing a network of those who will cross generations and cultures to unite and celebrate under a single form of art.

Motivated by the healing qualities of dance, he practices Salsa, Roller and Gabrielle Roth's 5 Rhythms, a conscious movement discipline. Greg servers several non-profit dance organizations through board and consulting support.

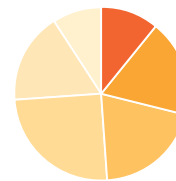


# DEMOGRAPHICS



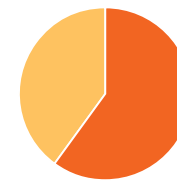
AUDIENCE BY INCOME (THOUSANDS)

AUDIENCE BY AGE



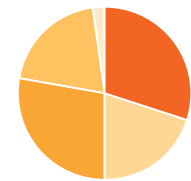
- 11% < 18
- 18% 18-24
- 20% 25-34
- 25% 35-49
- 17% 50-64
- 9% 65+

MALE/FEMALE RATIO



- Female
- Male

AUDIENCE BY DIVERSITY



- 30% Caucasian
- 28% Hispanic
- 20% African American
- 20% Asian
- 2% Other

DANCE PARADE	2017	2018 (goals)
Audience (Estimated)	75,000	85,000
Dance Participants	10,017	10,000
Groups Represented	165	160
Types of Dances Represented	80	82
Decorated Floats & Vehicles	58	60

DANCEFEST	2017	2018 (goals)
Audience (Estimated)	9,000	10,000
Performances	52	55
Performers	185	190
Types of Dances Represented	35	35
Dance Workshops/Lessons	7	8



# WHAT THEY ARE SAYING

*"I encourage all New Yorkers to slip on their dancing shoes and boogie, sashay, step or promenade down to the East Village to dance the day away and support our vibrant arts community."* – New York City Mayor Bill de Blasio

*"I commend Dance Parade for advancing and celebrating the spirit of the arts that continues to enrich New York so greatly."* – US Senator Kirsten Gillibrand

*"Since its inception in 2006, Dance Parade New York has become an eagerly anticipated event, providing dancers with exciting opportunities to share their moves and to learn and enjoy other dance traditions."* – New York Governor Andrew M. Cuomo

*"I encourage everyone to celebrate dance and to support this wonderful organization."* – New York Council Member Rosie Mendez

*"Dance Parade is the best hope to grow dance popularity in NYC."* – Caterina Bartha, former Executive Director of Doug Varone and Dancers

# INTERNATIONAL MEDIA COVERAGE



WALL STREET  
JOURNAL



The New York Times

NEW YORK

DAILY NEWS

The Washington Post



NEW YORK POST



THE NEW YORKER



Los Angeles Times



Psychology Today

The Villager Since 1933



TORONTO STAR







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