

For Immediate Release
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#DanceBringsUsTogether
#DanceParadeNYC
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**Open Call for Choreographers
enter the Dare To Dance Challenge, win \$1000, and
have your video broadcast internationally
Deadline May 7, 2021**

New York, NY, March 4, 2021. Dance Parade New York are once again offering its popular Dare to Dance Challenge inviting choreographers and dance groups to submit videos of newly created work for cash prizes, with winning submissions broadcast during the virtual [Dance Parade](#) on Saturday, May 22, 2021, 1- 4pm EST.

“We want to create an opportunity which allows choreographers and dancers to stay connected to dance through virtual platforms when performance stages disappeared during the coronavirus pandemic,” said Mona Freeman, chair of curation committee, Dance Parade. “We are curious to see how a year spent working in isolation using the new social media platforms like TikTok, IG and Zoom will influence the quality of work.”

The Dare to Dance Challenge is made for choreographers and dance groups to create digital work around the theme “Dance Brings Us Together.” Included in the rules are that three or more dancers must participate observing social distancing with only one submission per registrant. The deadline for submitting work is Friday, May 7 12 midnight, and entry is free. Work must be created on or after March 13, 2020 and videos must be uploaded to a public link on YouTube, Vimeo, Facebook or other online platform. First place winner, selected by a five person review committee receives \$1,000, \$500 for second place and \$250 for third place. For complete contest rules and to submit an entry to the contest go to danceparade.org/dare-to-dance-challenge

Freeman observed last year there were lots of contemporary dance submissions. She is hoping for more diversity in dance as the main mission of Dance Parade is its inclusivity and a celebration of all forms of dance from contemporary to ethnic. Last year’s winner, [Ntrinsik Movement](#) with its Kindred Spirit entry creatively embodied the ideas of the “new normal” of social interaction, mask wearing, and working in different venues rather than staged work at a theater or performance space.

“What we show with Dance Parade is there is a deep-seated need to dance. It is a way to express and feel joy,” remarked Greg Miller, Executive Director, Dance Parade New York.

The Dare to Dance Challenge was launched for the first time when Dance Parade, an outdoor dance festival which brings together the dance community in New York once a year, had to go virtual due to the pandemic. Over 3,000 people logged onto Zoom and Facebook for a three hour virtual event with dance battles, dance lessons and social dance rooms.

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BACKGROUND:

Dance Parade New York is the world’s only street parade to exclusively celebrate and showcase the diversity of dance. This annual celebration of eclectic dance styles from around the world, features over ten thousand dancers, and presents more than 80 unique styles of dance.

Launched in 2006, Dance Parade is a 501(c)3 non-profit organization whose mission is to celebrate diversity by presenting as many forms of dance and culture as possible. The organization offers free dance programs to schools and community centers throughout New York City.

The 15th Annual Dance Parade and Festival is made possible in part with private support as well as public funds from the National Endowment New York City Department of Cultural Affairs. For our Media Kit, including high resolution photos, full bios of our Grand Marshals, information about Dance Parade and our education programs please visit: danceparade.org/media-kit-releases/

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