



# DANCE PARADE

NEW YORK

**2023**  
**MEDIA KIT**

(267) 350-9213 | [DANCEPARADE.ORG](http://DANCEPARADE.ORG) | [PUBLICITY@DANCEPARADE.ORG](mailto:PUBLICITY@DANCEPARADE.ORG)



# WHO WE ARE & WHAT WE DO

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.



## 17TH ANNUAL DANCE PARADE

Under the theme **"Beyond the Zone"**, over ten thousand dancers will showcase more than 100+ unique styles of dance in the world's largest display of the diversity of dance, Saturday May 20, 2023.

## 17TH 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 100 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 on Avenue of the Americas (Sixth Avenue) and 17th Street, travels south and turns East on to 8th Street. As it passes through Astor Plaza, Emcee Jerry Goldman announces each group with choreography at our Grandstand at 4th Avenue. We call this "40 Second" street because each group has 40 seconds to strut their stuff. The parade continues on Saint Marks Place and finishes at Avenue A.

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 restricted dancing for 91 years. 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 protected by 1st Amendment freedoms. As a result, the inaugural Dance Parade of 2007 was organized to present dance as expressive in all its forms. In late 2017, the organization successfully led a repeal of the Cabaret Law, liberating the licensing requirement for dance venues.

Since 2007, hundreds of organizations have been invited to showcase their pageantry and culture in New York City's largest dance event by presenting their art on this public world stage. The parade presents emerging as well as established artists and showcases over 100 styles of dance, allowing thousands of artists to reach a broader audience.

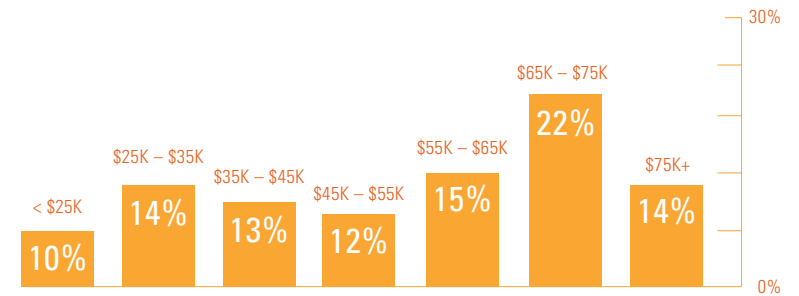
DanceFest serves as a Grand Finale to the parade in Tompkins Square Park which includes curated performances on stage, "Experience Dance Booths," a teaching area and a social dance area—all free to the public and providing an opportunity for artistic dialogue and collaboration.

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.

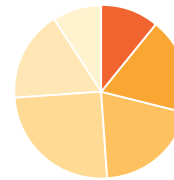


# DEMOGRAPHICS



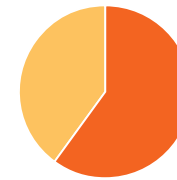
AUDIENCE BY INCOME (THOUSANDS)

AUDIENCE BY AGE



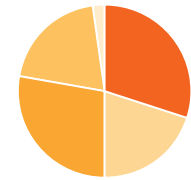
- 11% < 18
- 18% 18-24
- 20% 25-34
- 25% 35-49
- 17% 50-64
- 9% 65+

MALE/FEMALE RATIO



- Female
- Male

AUDIENCE BY DIVERSITY

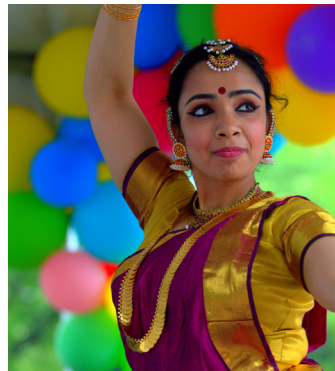


- 30% Caucasian
- 28% Hispanic
- 20% African American
- 20% Asian
- 2% Other

DANCE PARADE	2023 (goals)
Audience (Estimated)	120,000
Dance Participants	10,000
Groups Represented	160
Types of Dances Represented	100
Decorated Floats & Vehicles	75

DANCEFEST	2023 (goals)
Audience (Estimated)	11,000
Performances	90
Performers	450
Types of Dances Represented	40
Dance Workshops/Lessons	8

# 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 AKA 40 SECOND STREET

It's named that way because groups with choreography have 40 seconds to perform. 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 over 10,000 dancers stop and perform.

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

# 2023 DANCE PARADE & FESTIVAL



## DANCE PARADE • Noon–4pm

6th Avenue & 17th Street  
to Avenue A

Parade down 6th avenue and  
across 8th street; 10,000 dancers  
showcasing 100 styles to 120,000  
spectators

## GRANDSTAND

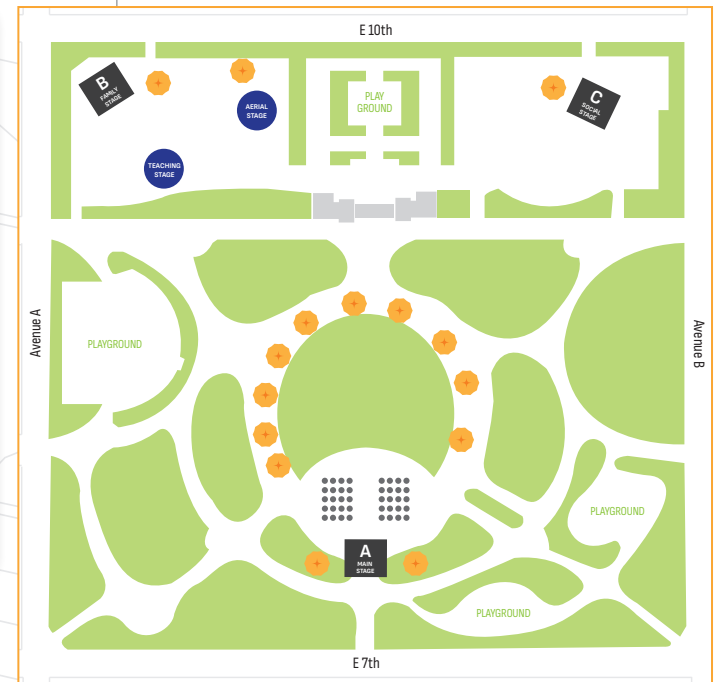
4th Avenue & 8th Street

See over 100 diverse dance styles,  
everything from ballet to break dance!

## DANCEFEST • 3pm – 7pm

Tompkins Square Park

Post-Parade festival on five stages.  
Aerial performances, a dance party,  
free dance lessons from the city's  
best teachers, and more!



- Dance Stage
- Teaching Stage
- Booth

# 2023 THEME & GRAND MARSHAL

Each year, Dance Parade brands the parade and festival with a theme and honored individuals who have made significant contributions to a particular dance culture or have achieved notability in their genre of dance.

## 2023 THEME (17TH ANNUAL) : *BEYOND THE ZONE*



**RONALD K. BROWN**  
*AFRO INFUSED CONTEMPORARY*



**ELIZABETH STREB**  
*EXTREME ACTION*



**NATASHA DIGGS**  
*HIP-HOP, SOUL, FUNK AND R&B*

# 2023 GRAND MARSHAL – RONALD K. BROWN



Ronald K. Brown, raised in Brooklyn, NY, founded EVIDENCE, A Dance Company in 1985. He has worked with Mary Anthony Dance Theater, Jennifer Muller/The Works, as well as other choreographers and artists, and Mo no has been on the faculty of The Juilliard School. Brown has set works on Alvin Ailey American Dance Theater, Ailey II, Cleo Parker Robinson Dance Ensemble, Dayton Contemporary Dance Company, Jeune Ballet d'Afrique Noire, Ko-Thi Dance Company, Philadanco, Muntu Dance Theater of Chicago, Ballet Hispánico, TU Dance, and Malpaso Dance Company.

He has collaborated with such artists as composer/designer Omotayo Wunmi Olaiya, the late writer Craig G. Harris, director Ernie McClintock's Jazz Actors Theater, choreographers Patricia Hoffbauer and Rokiya Kone, composers Robert Een, Oliver Lake, Bernadette Speech, David Simons, and Don Meissner, and musicians Jason Moran, Arturo O'Farrill and Meshell Ndegeocello.

Brown is the recipient of the 2020 Jacob's Pillow Dance Award. His other awards and recognitions include the AUDELCO Award for his choreography in Regina Taylor's award-winning play *Crowns*, two Black Theater Alliance Awards, and a Fred &

Adele Astaire Award for Outstanding Choreography in the Tony Award winning Broadway and national touring production of *The Gershwins' Porgy and Bess*, adapted by Suzan Lori Parks, arranged by Diedre Murray, and directed by Diane Paulus.

Brown was named Def Dance Jam Workshop 2000 Mentor of the Year and has received a Doris Duke Artist Award, New York City Center Fellowship, Joyce Theater Artist Residency Center Fellowship, Scripps/ADF Award, John Simon Guggenheim Memorial Fellowship, National Endowment for the Arts Choreographers Fellowship, New York Foundation for the Arts Fellowship, United States Artists Fellowship, a New York Dance and Performance "Bessie" Award, Dance Magazine Award, and The Ailey Apex Award. Ronald K. Brown is a Creative Administration Research artist at NCCAkrón.

Brown is Co-Artistic Director of the Restoration Dance Youth Ensemble and a member of Stage Directors & Choreographers Society.

# 2023 GRAND MARSHAL – ELIZABETH STREB



MacArthur “Genius” Award–winner, Elizabeth Streb has dived through glass, allowed a ton of dirt to fall on her head, walked down (the outside of) London’s City Hall, and set herself on fire, among other feats of extreme action. Her popular book, *STREB: How to Become an Extreme Action Hero* (Feminist Press), was made into a hit documentary, *Born to Fly* directed by Catherine Gund (Aubin Pictures), which premiered at SXSW and received an extended run at The Film Forum in New York City in 2014. Streb founded the STREB Extreme Action Company in 1979. In 2003, she established SLAM, the STREB Lab for Action Mechanics, in Williamsburg, Brooklyn. SLAM’s garage doors are always open: anyone and everyone can come in, watch rehearsals, take classes, and learn to fly.

Elizabeth Streb was invited to present a TED Talk (‘My Quest To Defy Gravity and Fly’) at TED 2018: THE AGE OF AMAZEMENT as a mainstage speaker. She has been a featured speaker presenting her keynote lectures at such places as the Rubin Museum of Art (in conversation with Dr. John W. Krakauer), TEDxMET, the Institute for Technology and Education (ISTE), POPTECH, the Institute of Contemporary Art (in conversation with physicist, Brian Greene), The Brooklyn Museum of Art (in conversation with author A.M. Homes), the National Performing Arts Convention, the Association of Performing Arts Presenters (APAP), the Penny Stamps Speaker Series at the University of Michigan, Chorus America, the University of Utah, and as a Caroline Werner Gannett Project

speaker in Rochester NY, and gave the 2019 Commencement Speech at Otis College for Arts and Design among others.

Streb was profiled by Alec Wilkinson in an extended essay “Rough and Tumble: Elizabeth Streb’s daredevil dances” for the *New Yorker* magazine in June 2015, was featured in the *Smithsonian Magazine* (“The New American Circus”), and in 2019 was featured on the front page of the *Wall Street Journal*.

Streb received a Doris Duke Artist Award in 2013, and a USA Fellowship in 2020. She holds a Master of Arts in Humanities and Social Thought from New York University, a Bachelor of Science in Modern Dance from SUNY Brockport, and honorary doctorates from SUNY Brockport, Rhode Island College and Otis College of Art and Design. Streb has received numerous other awards and fellowships including the Guggenheim Fellowship in 1987; a Brandeis Creative Arts Award in 1991; two New York Dance and Performance Awards (Bessie Awards), in 1988 and 1999 for her “sustained investigation of movement;” and over 35 years of on-going support from the National Endowment for the Arts (NEA). In 2009, Streb was the Danspace Project Honoree. She served on Mayor Bloomberg’s Cultural Affairs Advisory Commission and was a member on the boards of the Jerome Foundation (2012–2021) and the Camargo Foundation (2013–2017).

Major commissions for choreography include: Lincoln Center Festival, Jazz at Lincoln Center, MOCA, LA Temporary Contemporary, the Whitney Museum of Art, Wolf Trap National Park for the Performing Arts, the Park Avenue Armory, London 2012, the Cultural Olympiad for the Summer Games, CityLab Paris 2018, the opening of Bloomberg’s new headquarters in London, Musée D’Orsay, the re-opening of the Théâtre du Châtelet, and the Louvre Abu Dhabi.

*Born to Fly* aired on PBS on May 11, 2014 and is currently available on iTunes. *OXD*, directed by Craig Lowy, which follows STREB at the 2012 London Olympics and the two years prior, premiered at the IFC Center in New York City on February 2, 2016. Streb and her company have also been featured in *PopAction* by Michael Blackwood; on PBS’s *In The Life* and *Great Performances*; CBS’s *The Late Show with David Letterman*, *Sunday Morning* and *This Morning*; BBC World News; CNN’s *Weekend Today* and *Larry King Live*, *Business Insider*; MTV; and on the National Public Radio shows *Studio 360* and *Science Friday*, among others.

# 2023 GRAND MARSHAL – NATASHA DIGGS



Natasha Diggs has become known as one of the most versatile and well respected djs in the world, making a career out of sharing her deep knowledge of music and skills as a mixologist to crowds across the globe in cities such as New York, Tokyo, Berlin, Prague, Sydney and Beijing.

From her teenage days of amassing a huge record collection to being coined “The 45 Queen” known for rocking crowds with her signature all 7” vinyl sets of downtown NYC parties including her weekly Mobile Mondays event. Natasha has gone on to tour with Grammy award winning singer Lauryn Hill, has held residency with hip hop luminary Q-Tip at NYC’s famed Output Club, DJ’d for Damien Marley’s inaugural “Welcome to Jamrock” Cruise and has shared the stage with countless notable artists such as Erykah Badu, Bruno Mars, Maxwell, Questlove, Santigold, Hiatus Kolyote, Rokim, Dom-Funk, Kenny Dope, Komasi Washington, Anderson, Paak & more.

Her broad spanning taste in music allows her to be equally comfortable playing underground loft parties as well as massive events such as Central Park SummerStage for thousands, earning her respect in the world of music heads and a solid reputation amongst her clientele.

Ms. Diggs has been called on as a trusted vibe setter and party starter for numerous celebrity, club and corporate clientele including Pharrell, Spike Lee, Jay-Z, Google, L’Oreal, Samsung, Adidas, Grey Goose, Nickelodeon, Vanity Fair, Lincoln Center, and the MoMa to name a few.

In addition to her success as a dj, Natasha has been recognized by the fashion world for her iconic style and has been tapped to collaborate with global brands such as Fendi, Net-A-Porter and Levis on everything from music supervision to being featured as herself in major campaigns.

When not traversing the globe, Natasha can be found holding down the decks at her weekly NYC residency “Soul in the Horn” the city’s premiere dance party and live music showcase celebrating horn infused music from around the globe while bringing together the best NYC talent in one room. In addition, she has appeared on Fuse TV’s “Crate Diggers”, MixMag Lab, Boiler Room and is featured worldwide on Beats1 Apple Music playing alongside Q-Tip for their weekly Abstract Radio show.

# PAST THEMES & GRAND MARSHALS

YEAR / THEME	GRAND MARSHAL	GENRE
<b>2022</b> <i>Back to the Streets</i> (16th Annual)	Eduardo Vilaro Heidi Latsky Rich Medina	Latinx Contemporary Physically Integrated Dance House, Hip Hop, & Afrobeat
<b>2021</b> <i>Dance Brings Us Together</i> (15th Annual)	Lisa Lisa Virginia Johnson H.T. Chen & Dian Dong	Pop Music Ballet Contemporary
<b>2020</b> <i>Dance Without Borders</i> (14th Annual)	David Dorfman Princess Lockerooo Liquid Todd Sarina Jane	Modern Waacking EDM Masala Bhangra
<b>2019</b> <i>Movement of the People</i> (13th Annual)	Bill T. Jones Baayork Lee Louis Mofsie DJ Dara	Contemporary Broadway Native American Drum & Bass
<b>2018</b> <i>The Cabaret of Life</i> (12th Annual)	Camille A. Brown Mickela Mallozzi Council Member Rafael Espinal Doc Martin	Contemporary World Dance Cabaret R&B
<b>2017</b> <i>The Dance for Peace</i> (11th Annual)	Maurice Hines Mestre João Grande Rosie Mendez Frankie Bones	Tap Capoeira Community Techno
<b>2016</b> <i>Decade of Dance</i> (10th Annual)	Garth Fagan Kwikstep & Rokafella	Modern Choreographer Hip Hop & Break Dance
<b>2015</b> <i>Live Free &amp; Dance</i> (9th Annual)	Carmen de Lavallade Robert Battle Mary Verdi-Fletcher Rekha Malhotra	Ballet Ballet Physically Integrated Dance Bhangra

YEAR / THEME	GRAND MARSHAL	GENRE
<b>2014</b> <i>Be the Momentum</i> (8th Annual)	Savion Glover Jawole Willa Jo Zollar Hex Hector	Tap Contemporary House
<b>2013</b> <i>Unity Through Dance</i> (7th Annual)	Dr. Charles Davis Jacquelyn Buglisi Louie Vega	African Dance Theater Soulful House
<b>2012</b> <i>United We Dance Parade</i> (6th Annual)	Ashley Tuttle Elisa Monte Bill Shannon DJ Jonathan Peters	Ballet Modern Skate Board on Crutches House
<b>2011</b> <i>United We Dance</i> (5th Annual)	Charles Reinhart Joseph Harrington Kat Wildish	Contemporary Broadway "Billy Elliot" Community
<b>2010</b> <i>Diverse City</i> (4th Annual)	Ellenore Scott Elizabeth Zimmer DJ Jellybean Benitez Amy Marshall	Contemporary Dance Critic Pop Music Modern
<b>2009</b> <i>Live to Dance, Dance to Live</i> (3rd Annual)	Luis Salgado Don Cambell Morocco	Broadway Popping and Locking Raq Sharki
<b>2008</b> <i>May Feet</i> (2nd Annual)	Luigi Faccuito	Jazz
<b>2007</b> <i>One Parade, Many Cultures</i> (1st Annual)	DJ Kool Herc DJ Danny Tenaglia Djoniba Moufle	Hip Hop House African

# 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 KINET** – 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

**VIRTUAL PROGRAMS** – Making dance accessible no matter the location

## 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 100 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 & STRUCTURE

Dance Parade, Inc. is a 501(c)(3) non-profit charity. The organization is governed by a Board of Directors and staffed by a 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.

Spectrum News NY1 and Spectrum Noticias NY1 are the organization's media partners. The organization is largely funded by the National Endowment for the Arts, the New York State Council on the Arts, The New York City Department of Cultural Affairs, Corporate Sponsors and generous individuals who love dance and support the organization's mission and "Why We Dance."

## CULTURAL EQUITY



## EDUCATIONAL EMPOWERMENT



## EMOTIONAL & PHYSICAL HEALTH



## FREEDOM & PEACE



# WHAT THEY ARE SAYING

"I applaud Dance Parade for its efforts to keep the beating heart of our performing arts community alive amid the pandemic and look forward to the many ways everyone gathered will further enhance the rhythm of New York as we take steps to restore our city's vibrancy and build a brighter, safe, more prosperous future for all." — **New York City Mayor Eric Adams**

"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 Kathy Hochul**

"As the director of a Mexican folkloric ensemble, it's a extraordinary pleasure to be a part of the Dance Parade. With the current news of walls and immigration we want to show the world the real aspects of are culture through our music and dance." — **Jose Mendoza, Director of Xochipilli Dance Ensemble**

"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





# DANCE PARADE

NEW YORK

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# 2023

## MEDIA KIT

REV 02.23