



DANCE PARADE

NEW YORK

2025
MEDIA KIT

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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 celebrating the diversity. We believe that live dance performance can awaken a communal human spirit and has the potential to create a more equitable and vibrant society.



19TH ANNUAL DANCE PARADE

Under the theme **"Freedom to Dance"**, we recognize that dancing has not been always recognized as a 1st amendment right and needs to be. 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 17, 2025.

19TH 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.

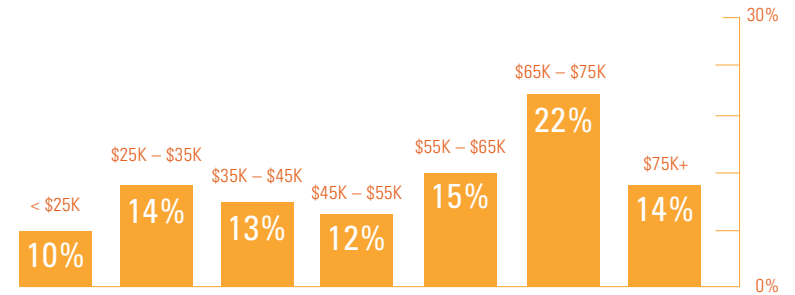
DanceFest serves as a Grand Finale to the parade in Tompkins Square Park which includes curated performances on stage, "Experience Dance Booths," a teaching area and a social dance area—all free to the public and providing an opportunity for artistic dialogue and collaboration.

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.

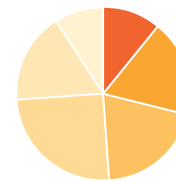


DEMOGRAPHICS



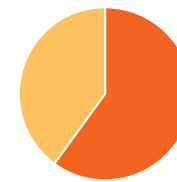
AUDIENCE BY INCOME (THOUSANDS)

AUDIENCE BY AGE



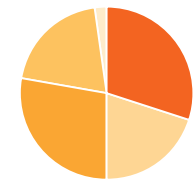
- 11% < 18
- 18% 18-24
- 20% 25-34
- 25% 35-49
- 17% 50-64
- 9% 65+

MALE/FEMALE RATIO



- Female
- Male

AUDIENCE BY DIVERSITY

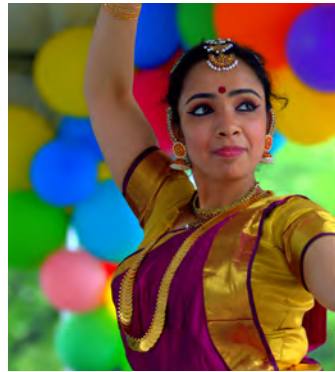


- 30% Caucasian
- 28% Hispanic
- 20% African American
- 20% Asian
- 2% Other

DANCE PARADE	2025 Goals
Audience (Estimated)	120,000
Dance Participants	10,000
Groups Represented	160
Types of Dances Represented	100
Decorated Floats & Vehicles	75

DANCEFEST	2025 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.

2025 DANCE PARADE & FESTIVAL



PAST THEMES & GRAND MARSHALS

YEAR / THEME	GRAND MARSHAL	GENRE
2024 <i>Dance Free NYC</i> <i>(18th Annual)</i>	Brenda Bufalino Charles "Lil Buck" Riley Martha Zarate-Alvarez Normal Siegel	Tap Dance Jookin Mexican-Folkloric Civil Liberties
2023 <i>Beyond the Zone</i> <i>(17th Annual)</i>	Ronald K. Brown Elizabeth Streb Natasha Diggs	Afro Infused Contemporary Extreme Action Hip-Hop, Soul, Funk, R&B
2022 <i>Back to the Streets</i> <i>(16th Annual)</i>	Eduardo Vilaro Heidi Latsky Rich Medina	Latinx Contemporary Physically Integrated Dance House, Hip Hop, & Afrobeat
2021 <i>Dance Brings Us Together</i> <i>(15th Annual)</i>	Lisa Lisa Virginia Johnson H.T. Chen & Dian Dong	Pop Music Ballet Contemporary
2020 <i>Dance Without Borders</i> <i>(14th Annual)</i>	David Dorfman Princess Lockerooo Liquid Todd Sarina Jane	Modern Waacking EDM Masala Bhangra
2019 <i>Movement of the People</i> <i>(13th Annual)</i>	Bill T. Jones Baayork Lee Louis Mofsie DJ Dara	Contemporary Broadway Native American Drum & Bass
2018 <i>The Cabaret of Life</i> <i>(12th Annual)</i>	Camille A. Brown Mickela Mallozzi Council Member Rafael Espinal Doc Martin	Contemporary World Dance Cabaret R&B
2017 <i>The Dance for Peace</i> <i>(11th Annual)</i>	Maurice Hines Mestre João Grande Rosie Mendez Frankie Bones	Tap Capoeira Community Techno
2016 <i>Decade of Dance</i> <i>(10th Annual)</i>	Garth Fagan Kwikstep & Rokafella	Modern Choreographer Hip Hop & Break Dance

YEAR / THEME	GRAND MARSHAL	GENRE
2015 <i>Live Free & Dance</i> <i>(9th Annual)</i>	Carmen de Lavallade Robert Battle Mary Verdi-Fletcher Rekha Malhotra	Ballet Ballet Physically Integrated Dance Bhangra
2014 <i>Be the Momentum</i> <i>(8th Annual)</i>	Savion Glover Jawole Willa Jo Zollar Hex Hector	Tap Contemporary House
2013 <i>Unity Through Dance</i> <i>(7th Annual)</i>	Dr. Charles Davis Jacquelyn Buglisi Louie Vega	African Dance Theater Soulful House
2012 <i>United We Dance Parade</i> <i>(6th Annual)</i>	Ashley Tuttle Elisa Monte Bill Shannon DJ Jonathan Peters	Ballet Modern Skate Board on Crutches House
2011 <i>United We Dance</i> <i>(5th Annual)</i>	Charles Reinhart Joseph Harrington Kat Wildish	Contemporary Broadway "Billy Elliot" Community
2010 <i>Diverse City</i> <i>(4th Annual)</i>	Ellenore Scott Elizabeth Zimmer DJ Jellybean Benitez Amy Marshall	Contemporary Dance Critic Pop Music Modern
2009 <i>Live to Dance, Dance to Live</i> <i>(3rd Annual)</i>	Luis Salgado Don Cambell Morocco	Broadway Popping and Locking Raq Sharki
2008 <i>May Feet</i> <i>(2nd Annual)</i>	Luigi Faccuito	Jazz
2007 <i>One Parade, Many Cultures</i> <i>(1st Annual)</i>	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 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

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





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