



NEWYORK  
**dance**<sup>®</sup>  
P A R A D E

MEDIA KIT



**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 70 styles of dance and nearly 200 groups. The parade is a colorful explosion of beautiful costumes, decorative floats, lively music and joyous 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 park into a world of spirited dance displays and interactive activities. Hours of on-stage performances, dance lessons, workshops, kids' activities and dance parties await those attending this post-parade DanceFest.

## Mission

Dance Parade New York's 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.

## How We Started

The Cabaret Law, which originated in 1926 and was largely forgotten until early 1990s, was resurrected by former NYC Mayor Giuliani's administration to address drug problems in urban nightclubs. However, the law, which states that a license is required where more than four individuals are dancing and food and alcohol is sold, inadvertently caused many legitimate dance oriented establishments to be fined and shuttered. Upholding the law Judge Michael Stallman of the New York Supreme Court ruled in 2006 that social dance could not be differentiated from aerobics and therefore was not considered an expressive form of art. Hence, unlike music, film, theater, poetry, and fine art, social dancing was not protected by the state's Second Amendment Freedom of Expression clause.

In an effort to demonstrate that all forms of dance are indeed expressive, Greg Miller gained support from elected officials in 2006 to obtain a parade permit for 75 organizations to celebrate as many diverse cultural and movement forms as possible – the world's first exclusive dance parade.





## Traditional 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.

## Watch out for the New York Dance Police!

A brigade of 30 uniformed men and women NYPD 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

A grandstand was added to the parade route in 2010, in Astor Place, in front of the Cooper Building. Seating more than 100 spectators, the stands are the best seat on the parade route as nearly 10,000 dancers stop and perform. Tickets are available for purchase and all proceeds go to the cost of the parade.

# Grand Marshals

Since 2007, Dance Parade has honored individuals who have made significant contributions to a particular dance culture or have achieved notoriety in their particular genre of dance.



Year	Honoree	Genre	Known for:
2011	Charles Reinhart	Dance Administrator	Producer, manager, festival director, consultant and administrator in the arts since 1955. President of the American Dance Festival (ADF) since 1968.
	Joseph Harrington	Broadway	The youngest Billy to play in the current Broadway hit <i>Billy Elliot the Musical</i> .
	Kat Wildish	Ballet	New York City master ballet and pointe teacher currently on faculty at The Ailey Extension Program. She performed with New York City Ballet, American Ballet Theater, and numerous international companies including Zurich Ballet, Metropolitan Opera Ballet, and The Eglevsky Ballet.
2010	Ellenore Scott	Contemporary	Performed on SYTYCD and the 82nd Annual Academy Award.
	Elizabeth Zimmer	Dance Critic	Writes for Metro, Ballet Review, and other publications. She is the editor of <i>Body Against Body: The Dance and Other Collaborations of Bill T. Jones and Arnie Zane</i> (Station Hill Press, 1989).
	DJ Jellybean Benitez	Pop Music	Has produced and/or remixed more than 100 "Top 10" hits and more than thirty-five #1 records for legendary artists such as Madonna, Whitney Houston, Michael Jackson and others.
	Amy Marshall	Modern	Performance affiliations include Paul Taylor, David Parsons, H. T. Chen and Dancers, Cortez and Company. She founded Amy Marshall Dance Company in 2000.
2009	Luis Salgado	Broadway	Award winning choreographer for "In the Heights".
	Don "Cambellock" Cambell	Popping and Locking	Pioneer of Locking (Urban Style).
	Morocco	Belly Dance	World renown unique style.
2008	Luiji	Jazz	Father and innovator of Jazz dance; Invented "5,6,7,8" at dance rehearsals.
2007	DJ Kool Herc	Hip-Hop	Founder of Hip Hop.
	Djoniba Mouflet	African	Leader in African Dance teaching and charity work.
	DJ Danny Teneglia	House Music	Internationally recognized House Music DJ.

## Additional Programs and Services

In addition to enabling dance organizations the ability to perform on the world stage of Broadway, Dance Parade New York offers a wide range of programs and services to the vast audience it serves.

### Webpages

Dance Parade New York creates and hosts websites, free of charge, for emerging dance groups with out an existing site. This service helps budding dance organizations with their promotional outreach while helping them get noticed by booking agents.

### Education Program

Throughout the year, Dance Parade New York brings the color and vibrancy of the parade into city schools as well as senior and community centers. Parade participants may apply to participate in this education program. When students learn a particular genre, they gain knowledge of foreign and dance culture and then can bring their learning into the parade.

### Fiscal Sponsorship Program

To enable emerging dance organizations to fundraise for projects that are in line with Dance Parade's mission, artists or organizations may apply for fiscal sponsorship. Projects approved by Dance Parade's Board of Directors may use the umbrella of our IRS 501©3 tax exempt status. In 2010, the first such project was awarded to Christopher Hardwick to produce the Electric Bubble Bus through the generous support of a grant from the Charles Evans Foundation.



## Organizational Structure

Dance Parade, Inc. is a 501©3 non-profit charity. The organization is governed by a Board of Directors and staffed by passionate 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 Committee's Manhattan Community Arts Fund, The Creative Communities Fund from the New York State Council for 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 take the adjective and excitement of multiple dance forms and 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, Swing, Roller and *5 Rhythms*.



## Board of Directors

Year Inducted	Name	Title	Profession
2006	Mahayana Landowne	Chair	Theater Director
	Greg Miller	Board Member	Executive Director/Healthcare
	Trevor Hochman	Board Member	Lawyer/Musician
2009	David Leventhal	Board Member	Lawyer
	Samir Bitar	Board Member	Museum Director
	Erik B. Slavin	Board Member	Film Producer
	Amy Marshall	Board Member	Museum Manager
2010	Silvia Mazzarri	Board Member	Architect
	Philip Ribolow	Board Member	Banking Vice President

## What They Are Saying

"By touching so many lives and encouraging diversity through dance, Dance Parade encourages a brighter spirit in all of us."

—New York City Mayor Michael Bloomberg

"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

"I congratulate those affiliated with this impressive event."

—New York Governor David Paterson

"I encourage everyone to celebrate dance and to support this wonderful organization."

—New York City 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

