

## DANCE/NYC CELEBRATES DANCE IN UPPER MANHATTAN

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### Dance/NYC Celebrates Dance in Upper Manhattan

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celebrate dance in upper manhattan

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New York City, NY (FOR IMMEDIATE RELEASE) --- Dance/NYC, dedicated to promoting the knowledge, appreciation, practice, and performance of dance in the metropolitan area, today announced the release of its new [NEW YORKERS FOR DANCE](#) campaign spotlighting local residents, community leaders, and artists in Upper Manhattan. This is the latest in a video series by Dance/NYC that celebrates dance's role in advancing local vibrancy.

"I am a New Yorker for Dance," says [Darren Walker](#), president of the Ford Foundation. "Because as I learned in Harlem, dance is about beauty. Dance is about grace. Dance is our gift to the world."

"Our community uptown is a dance community," says [Sandra Garcia-Betancourt](#), director of Northern Manhattan Arts Alliance. "I am a New Yorker for Dance because dance is good for our soul, for our culture, and for everybody."

"I am a New Yorker for Dance," says [Linda Walton](#), executive director of Harlem Arts Alliance. "I have the extraordinary privilege of watching and participating with dancers, choreographers, and arts organizations in Harlem that serve dance."

According to Lane Harwell, Dance/NYC Executive Director, "Dance/NYC is connecting faces and names to the powerful contributions of dance and culture to the people of Upper Manhattan, and generating visibility and participation."

49 Upper Manhattan representatives are featured in Dance/NYC's NEW YORKERS FOR DANCE video campaign each providing a personal statement on why dance matters to them and to their community. Local Upper Manhattan participants include choreographer Nia Love, Yuien Chin of Harlem One Stop, Mikki Shepard of the Apollo Theater, Darren Walker of the Ford Foundation, to name a few. Videos are now live on the all-new DanceNYC.org website and YouTube channel. A robust social media campaign is also helping promote dance in Upper Manhattan. @DanceNYC #newyorkersfordance

Leadership support provided by the Arnhold Foundation and Mertz Gilmore Foundation. Video by Nel Shelby Productions. Music by Andy Kautz. Graphic design by Monroe&Co.

#### About Dance/NYC

Dance/NYC's mission is to promote the knowledge, appreciation, practice, and performance of dance in the metropolitan New York City area. It embeds values of equity and inclusion into all aspects of the organization. It works in alliance with Dance/USA, the national service organization for professional dance. [DanceNYC.org](#)

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