

HEY, NYC: CHECK OUT THE NEW DANCENYC.ORG

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By Christopher Bastardi/Lane Harwell

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March 20, 2014—Today, Dance/NYC expands the online footprint for dance in the metropolitan New York City area with an all-new DanceNYC.org.

"The new DanceNYC.org is a vibrant, responsive website designed to connect New Yorkers to the pulse of all things dance. What makes our new site unique is how it is created and fed by the dance community, which populates it with free listings of activities and resources. It will be the go-to site for anyone who needs and wants everything dance has to offer," says Lane Harwell, Dance/NYC Executive Director.

Ellen Bar, Director of Media Projects at New York City Ballet, and a Dance/NYC advisor offers: "By working together, we will increase access, engage audiences, build supporters, and strengthen the collective voice for dance. The Dance/NYC site is a unique one-stop hub for New Yorkers and visitors alike to browse the wealth of dance performances and experiences going on in New York City at any given moment."

The redesigned DanceNYC.org is visual, with photo galleries, video, and multimedia storytelling. It spotlights Dance/NYC's dynamic [NEW YORKERS FOR DANCE](#) campaign, featuring personal YouTube.com statements from New Yorkers on why dance matters to the City—its creativity, education, neighborhoods, and economy.

The site is relevant, with breaking research, advocacy alerts, and news on industry happenings—from performances to auditions, choreographic opportunities, and jobs. Management tools, from a Kickstarter page to a community directory of spaces made possible by Fractured Atlas, support the business of making dance.

DanceNYC.org is interactive, fun, and gives the dance community, and its audiences and supporters, greater access to social media. And it's made to be read easily on any device. The responsive, mobile-friendly design makes DanceNYC.org easy to take with you wherever you go.

Come see what Dance/NYC is doing online, and do not forget to [let us know what you think](#). Tweet [@DanceNYC](#) or visit us at [Facebook.com/DanceNYC](#).

Dance/NYC's mission is to promote and encourage the knowledge, appreciation, practice, and performance of the art form of dance in the metropolitan New York City area. It works in alliance with Dance/USA, the national service organization for professional dance.

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