

NYC CELEBRATES DANCE IN STATEN ISLAND

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New York City, NY (FOR RELEASE 6.24.14) --- [Dance/NYC](#), New York City's leading organization dedicated to promoting the knowledge, appreciation, practice, and performance of dance in the metropolitan area, today announced the release of its NEW YORKERS FOR DANCE video campaign spotlighting local residents, community leaders, and artists in Staten Island. This is the latest in a series of borough-specific campaigns by Dance/NYC that celebrates dance's role in advancing local vibrancy.

"I am a New Yorker for Dance," says Melanie Franklin Cohn, Executive Director of Staten Island Arts. "Dance brings people together from different communities and traditions. They connect through movement and become friends and that's a beautiful thing." Dance/NYC partnered with both Staten Island Arts and Snug Harbor Cultural Center on this effort.

Seven Staten Island residents 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 Staten Island participants include Tamara Jenkins of the Harbor Lights Theater Company, community activist Melissa West, and Joan Lamberti of Red Carpet Dance Awards, 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 the Staten Island. #newyorkersfordance @DanceNYC

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 the Staten Island and generating visibility and participation." The campaign cites Staten Island Arts' survey research, which indicates 88% percent of artists based in Staten Island invest in creative expenses (\$1-10K), 53% own homes, 33% speak a second language at home, and are on average 40 years old.

Leadership support has been provided by the Anna-Maria and Stephen Kellen Foundation/Rockefeller Philanthropy Advisors, Arnhold Foundation, and The New York Community Trust. 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 works in alliance with Dance/USA, the national service organization for professional dance. [DanceNYC.org](#)

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[< back](#)

[previous listing](#) • [next listing](#)