

DANCE/NYC IS ONE OF THE FIRST TO ADOPT .NYC DOMAIN

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By Dance/NYC

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DanceNYC.nyc Website is Live

New York City, NY (FOR RELEASE 9.09.14) --- Dance/NYC, dedicated to promoting the knowledge, appreciation, practice, and performance of dance in the metropolitan area, today announced the launch of its new .nyc website. DanceNYC.nyc is one of the 45+ ".nyc Founders" of New York City's official domain.

"The launch of .nyc domain is a historic moment for New York City, and we're thrilled to be a part of it as one of the very first users of a .nyc web address," said Lane Harwell, Dance/NYC Executive Director. "Our Users can expect to experience the same navigable, friendly website that they have grown accustomed to with DanceNYC.org." Thanks to recent improvements, Dance/NYC's website welcomes more than 50,000 visitors each month.

"It is great to see our diverse mix of .nyc Founders including small businesses, well-known brands, non-profit organizations, entrepreneurs, artists, agencies and individuals from across the five boroughs bringing great things to life on their .nyc domains," said Jeff Merritt, Senior Advisor to Mayor Bill de Blasio. "I'm thrilled that Dance/NYC is among this dynamic, first group of New Yorkers to launch a presence on New York City's official domain."

Dance/NYC is part of a small group of individuals and organizations that embody the spirit and diversity of New York City. An early adopter of .nyc, Dance/NYC was selected from hundreds of applicants to develop and use .nyc web addresses before the general public -- through the ".nyc Founders Program." By showcasing great examples of passionate and successful .nyc web addresses in use, the .nyc Founders Program is intended to inspire future development of the .nyc domain space and the community. The .nyc domain is an opportunity for New Yorkers throughout the five boroughs to brand their identity online and to showcase their affiliation with the City of New York.

For more information about .nyc, the official web address of New York City, or to register your .nyc domain name, please visit www.OwnIt.nyc.

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.nyc

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