

DANCE/NYC CELEBRATES DANCE IN QUEENS "NEW YORKERS FOR DANCE" CAMPAIGN

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Dance/NYC Celebrates Dance in Queens "New Yorkers for Dance" Campaign

By Dance/NYC

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Media Contact:
April Thibeault
212.966.4452
athibeault@dancenyc.org

New York City, NY (10.28.14) --- 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](#) video campaign spotlighting local residents, community leaders, and artists in Queens. 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 because it makes children happy and healthy," says Jimmy Van Bramer, Majority Leader and Chair of the Committee of Cultural Affairs, Libraries and International Intergroup Relations of the New York City Council. "Dance is important to the soul and the body. I know that we're all better off in the city because we have dance."

27 Queens 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 Queens participants include Courtney Ffrench, the general manager of Jamaica Performing Arts Center, Paul Parkhill, the Executive Director of Spaceworks, and dancer/choreographer Paz Tanjuaquio, 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 Queens. @DanceNYC #newyorkersfordance

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 Queens, and generating visibility and participation." The campaign cites Exploring the Metropolis research, which indicates 78 percent of local performance artists prefer to rehearse more in Queens.

Dance/NYC partnered with Rockaway Artists Alliance and Spaceworks on this effort. Leadership support 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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