

DANCE/NYC CELEBRATES DANCE IN MANHATTAN

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New York City, NY (For Release 12.05.14) --- Dance/NYC, dedicated to promoting the knowledge, appreciation, practice, and performance of dance in the metropolitan area, today announced the release of its [NEW YORKERS FOR DANCE](#) video campaign spotlighting local residents, community leaders, and artists in Manhattan. 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 Sam Miller, President of the Lower Manhattan Cultural Council. "Dance is important to us. Dance is how we bring vitality downtown."

14 Manhattan 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 Manhattan participants include choreographer Jacquelyn Buglisi, Alvin Ailey's Extension Director Lisa Johnson-Willingham, Rockefeller Brothers Fund Fellow Abdul Latif, and young students from Ballet Tech, to name a few. Videos are now live on the all-new DanceNYC.nyc website and YouTube channel. A robust social media campaign is also helping promote dance in Manhattan and across all of its boroughs. @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 Manhattan, and generating visibility and participation."

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.

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