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NYC Dance Week Set for June 18th – 27th *Nonprofit launches new initiative, Dancer-for-a-Day*

New York, NY - NYC Dance Week, a 10-day festival of free and discounted dance, fitness and wellness classes will be held this year throughout New York's five boroughs from **June 18th – June 27th**. This year's theme was chosen to reflect where many New Yorkers are from – Around the World. Participants will have the opportunity to join in on an exciting array of dance and fitness classes, from classical ballet to West African dance, Pilates, Zumba and more. NYC Dance Week continues to push beyond traditional dance styles to demonstrate how all movement benefits the mind, body and spirit. Participating Studios and schedules are posted on <http://nycdanceweek.org/the-festival/free-classes>.

This past May, organizers of NYC Dance Week publically launched their newest initiative, "Dancer-for-a-Day". Dancer-for-a-Day aims to partner with local at-risk school programs, at-risk individuals, youth-at-risk crisis groups, and more to keep the art of culture and movement alive. In support of the new initiative, Dance Week organizers launched an [Indiegogo campaign \(https://www.indiegogo.com/projects/nyc-dance-week-festival-dancer-for-a-day-program#/story\)](https://www.indiegogo.com/projects/nyc-dance-week-festival-dancer-for-a-day-program#/story) to off-set costs and to provide deserving children and young teens facing unique challenges in their life the opportunity to dance, even if only for a day. Participants for this year's Dancer-for-a-Day will be treated to a day of Dance on behalf of the NYC Dance Week committee, community partnerships, sponsors and public contributions. *

In partnership with DJ Tasha Blank of the Get Down Party, Dance Week invites all dance enthusiasts and the general public to its official **Festival Kick-Off Party at Cielo** (18 Little West 12th Street) with high energy, boasting endless dancing to the great beats supplied by DJ Tasha Blank and her guest DJ's. The kick off party will take place **Thursday, June 11, 2015 from 7:00 – 9:00 PM.**

During the festival, June 18th – 27th, dance enthusiasts may participate in a series of unique, ethnic Fitness Labs sponsored by festival affiliate FitEngine, Inc., a trusted source for inside information on fitness and wellness. FitEngine is providing studio space for approved instructors to teach. Labs range from injury prevention to ethnic dances like Bollywood Zumba. All classes will be held at DANY Studios and Moving Visions Studio and a schedule is currently posted on <http://nycdanceweek.org/fitness-labs/>.

In conjunction with the festival, Dance Week welcomes back veteran sponsor, Harkness Center for Dance Injuries. Harkness will host an Injury Prevention Seminar followed by a lab with screening tests and fitness/exercise recommendations for Dance Week participants. This informational seminar will take place Friday, June 19th from 11:30AM – 1:00 PM at Peridance Capezio Center (126 E 13th St.).

Dance Week participants are also invited to watch performances of new dance works at a special showcase by its sister project, NYC10, at Dixon Place on Wednesday, June 24th at 7:30PM. Ten selected emerging choreographers and dance companies will be performing for up to 10 minutes and the audience and reviewers will provide feedback of their work to them.

Finally, as NYC Dance Week winds down, all the festival participants including sponsors and volunteers will gather for a Closing Event to serve as an opportunity for Dance Week to thank everyone involved. It will be held on Saturday, June 27th, place TBD.

NYC Dance Week 2014 will release a full schedule of events in the upcoming week. To stay updated with the latest news from Dance Week, please visit the festival's website at nycdanceweek.org, like the Facebook page at

About NYC Dance Week

NYC Dance Week collaborates with both new and established studios in New York City to celebrate the joy and diversity of dance with an annual 10-day event of free dance, fitness and wellness classes. The celebration encourages New York City to experience dance, inspiring all to love and maintain active, healthy and energized lifestyles. The festival is held every June at dozens of venues throughout New York City and benefits thousands of participants. Throughout the year, Dance Week continues to promote dance studios and companies through its newsletter, projects, dance/fitness events and partnerships. Nearly 40 local studios partner with the organization each year to increase public awareness and unite the dance community. For more information, please visit: <http://nycdanceweek.org/the-festival#sthash.IQQXKV3q.dpuf>.

About NYC10

NYC10 is a sister project of NYC Dance Week. It's a dance initiative where 10 emerging dance companies/dance groups/dance troupes are given up to 10 minutes to showcase their work. NYC10 is a unique opportunity to showcase new work awaiting feedback and reviews. It's a platform to expand and explore new repertoires or simply try something new. For more information, please visit:

<http://nycdanceweek.org/nyc10#sthash.7xpAXXWD.dpuf>.

NYC Dance Week and NYC10 are both produced by Tendu Inc., organized exclusively for charitable and educational purposes to promote diversity of dance in the City of New York. NYC Dance Week and NYC10 are fiscally sponsored by Fractured Atlas and partly sponsored by FitEngine Inc., a website that provides empirical views, technical fitness insight and expertise on wellness programs and fitness classes.

**Though this year's call for nominations has since closed, NYC Dance Week organizers are still accepting nominations for next year. Those selected for this years inaugural launch will be announced and publicized accordingly.*