

## For Immediate Release

New York City Celebrates NYC Dance Week 2021: a 10-day virtual festival celebrating dance and encouraging global participation in dance, wellness and movement: June 10 – June 19, 2021

NYC Dance Week invites you to participate in the 17<sup>th</sup> annual festival which celebrates dance, wellness and movement in New York City. As the world has changed and adapting to new norms, NYC Dance Week is proud to announce the 2021 international festival is virtual and in person. NYC Dance Week continues to highlight dance and wellness from not only New York City enthusiasts but from around the globe welcoming new studios and companies from Mexico, Italy, Canada, United Kingdom and Germany. NYC Dance Week invites everyone with an ability to move their body to participate in dance classes, workshops, performances and more.

The festival engages the community and families to experience dance, encouraging them to live active, healthy lifestyles. The organization moves beyond traditional dance forms to teach participants how all dance genres benefit mind, body and spirit. Additionally, throughout the year Dance Week promotes dance studios and companies through their newsletter, projects, dance/fitness events and partnerships.

NYC Dance Week founder, Tasha Norman, former athlete, gymnast, and dancer and past president of the National Association of Women Business Owners — NYC believes we may have all realized during the pandemic that we missed moving. She would frequently hear from people who had not realized how much walking and moving they did before the pandemic. "Now more than ever as we come out of the pandemic, we need to ramp up our movement and continue to focus on our wellness and well-being. Dance and movement is life. Movement equals well-being and helps with mental health. Dance is a celebration of life and health and should be prescribed daily with a glass of water."

NYC Dance Week has various components to pique the interests of their diverse dance and wellness following:

The NYC Dance Week senior producer, Aileen R. Malogan, is excited to share <u>curated dance class</u> experiences during the festival reviewed by professional dancers and offered by world renowned studios and companies, including <u>Fred Astaire NY Midtown</u>, <u>American Liberty Ballet Academy</u>, <u>Alignment Essentials</u>, <u>Motivated Movers</u>, and <u>Ikigai USA</u>. Free classes from around the world are available June 10<sup>th</sup> through June 19<sup>th</sup>.

NYC Dance Week kicks off with <u>Self-Release Techniques with Allison Deleget, MS, ATC</u> of <u>Harness Center for Dance Injuries</u>. This workshop discusses techniques for releasing soft tissue,

looks at anatomical images corresponding to the tissues and covers healthy post-release stretching. A <u>global flash mob</u> with <u>Katie Barlow Dance Projects</u> on June 18<sup>th</sup> will excite the public in Brooklyn and online.

NYC10 Dance Initiative: FUNKAR led by producer Pooja Uberoi, is New York City's premier exhibition of new and emerging dance companies by showcasing their new repertoire. Due to social distancing, Benjamin Briones Ballet's Virtual Summer Season will include three premiere performances followed with a review from distinguished dance directors and Q&A from the audience. ENCOUNTERS. Dance will be presenting their piece, "BAL DES FEMMES", choreographed and directed by Gisela Quinteros. It portrays the link and connection of the feminine energy to the earth and nature throughout the four seasons.

<u>Dancer For A Day</u> kids' program, led by Jennifer Dublin, offers dance classes of various genres to introduce young students to dance techniques and a nutrition workshop. Dancer For A Day in partnership with <u>Dancewave</u> in Brooklyn NY will host students for classes taught by Dancewave and Dancers Unlimited. Students will also attend a virtual performance with Dancewave for their end of year company performances.

Global Wellness Day on June 12<sup>th</sup> reminds us to live a healthier and better life. Our final event, the <u>closing party</u> is a 70's and 80's themed roller skating party hosted by <u>Lakeside BKLYN</u> on June 19<sup>th</sup>. Come join us and party like the pop divas of the past!

Schedules for events and further details can be found at New York City Dance Week's website: <a href="https://www.nycdanceweek.org">www.nycdanceweek.org</a>

Sponsors of NYC Dance Week 2021 are <u>Briones Lifestyle</u>, <u>Homelight</u> and <u>FitEngine</u>.

Event Partners of NYC Dance Week 2021: <u>Dancewave</u>, <u>Groove NYC</u>, <u>Harkness Center for Dance Injuries</u>, <u>Ikigai USA</u>, <u>Katie Barlow Dance Projects</u>, <u>LifeSpan Pilates</u>, <u>Lakeside BKLYN</u>, <u>Studio Maya</u>, and <u>Vanderbilt Avenue</u>

Participating Studios and Instructors offering Free and/or Discounted Classes include: Alignment Essentials, American Liberty Ballet Academy, Fred Astaire NY Midtown, Motivated Movers, Ikigai USA, Groove NYC, EnSync Dance Fitness, Yoga Ballet Theater, Dancers Unlimited, Dancing For Peace, Studio Maya, Ballet Academy East, Anne Dietrich, Ballet For All Kids, Brooklyn Ballet, DivaDance NYC, Fayzah Movement, H+| The Hip-Hop Dance Conservatory, Harlem Dance Club, Hiie Saumaa, Kanushree Jain and Juliette Nieves-Becker, Kim Nicole (Fit4Dance NYC and By Our Hands LLC), Leslie Howitt (Groove NYC), mang'Oh life, Mellissa, Moda-Moving On Demand Always with Medina, New York Bodies, Nysalsababy Dance Fit & Wellness, Sherrell Whitmire, Simona De Tullio, Sue Samuels (Jazz Roots Dance), The Isadora Duncan Dance Foundation, The WERKout/We Shine Through/Tiffany Arnold, Xtend Barre Brooklyn, and Yoga with Cyndy.

For more information or photos contact Jennifer Dublin at <a href="mailto:jennifer@nycdanceweek.org">jennifer@nycdanceweek.org</a> or 202-345-4445.

New York City Dance week is powered by FitEngine, Inc.

## BELOW IS A SHORT PARAGRAPH FOR LISTINGS:

NEW YORK CITY DANCE WEEK- (<a href="http://www.nycdanceweek.org/">http://www.nycdanceweek.org/</a>), a 10-Day virtual Festival celebrating Dance, Movement and Wellness in New York City and the World from June 10 – June 19, 2021. All who love dance or wellness can take free classes at more than 30 top dance studios and companies in NYC and internationally, including Fred Astaire NY Midtown, American Liberty Ballet, Alignment Essentials, Motivated Movers, and Ikigai USA. Join NYC Dance Week for the kids' program Dancer For A Day, performances by Benjamin Briones Ballet and ENCOUNTERS. Dance, a global flash mob, wellness and movement classes, and workshops in health and nutrition. The festival engages the global dance community and families to experience dance, encouraging them to live active, healthy lifestyles.