



## For Immediate Release

### **New York City Celebrates NYC Dance Week 2020: a 10-day virtual festival celebrating dance and encouraging global participation in dance, wellness and movement: June 11 – June 20, 2020**

NYC Dance Week invites you to participate in the 16<sup>th</sup> annual festival which celebrates dance, wellness and movement. This year as the world has changed, NYC Dance Week is also proud to announce the 2020 festival is virtual and highlights dance and wellness studios from not only New York City but from around the globe. NYC Dance Week invites everyone with an ability to access the internet 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 dance is ‘hot’ right now. For all those New Yorkers who want to try a dance class, experience different types of dance styles, dance every day, or just learn how to move or incorporate dance into a home exercise routine, NYC Dance Week will have something for everyone!

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, and Producer, Pooja Uberoi, are excited to share curated dance classes from prestigious studios, including Fred Astaire NY Midtown, [Harlem Dance Club](#), Ikigai USA, [LifeSpan Pilates](#), [M Dance & Fitness](#), and [Power Pilates Live](#).

NYC10 Dance Initiative, led by Pooja Uberoi and co-curated by Benjamin Briones, is New York City’s premier exhibition of new and emerging dance companies by showcasing their new repertoire. Virtual performances are followed with a review from distinguished dance directors and Q&A from the audience.

Dancer For A Day program, led by Jennifer Dublin, offers dance classes of various genres to introduce young students to dance techniques. Dancer for a Day students will also participate in

a healthy cooking demo, and a virtual performance followed by an in-depth talk-back with a NYC10 dance company.

A virtual flash mob choreographed by Katie Barlow Dance Projects will be held on June 18, 2020.

NYC Dance Week will end the festival with a closing party on June 20, 2020 hosted by House of Yes.

Schedules for events and further details can be found at <http://www.nycdanceweek.org>

Sponsors of NYC Dance Week are Westgate Hotels, David Resnick & Associates, and Peridance Connect.

For more information or JPEGs contact Jennifer Dublin at [jennifer@nycdanceweek.org](mailto:jennifer@nycdanceweek.org).

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