



107 Suffolk Street, Suite 310, New York, NY 10002 t: 212.375.9214 www.markdegarmoarts.org

Mark DeGarmo & Dancers/Dynamic Forms Inc. Awarded Prestigious Grant from New York State Regional Economic Development Council

FOR IMMEDIATE RELEASE

Contact: Becca Weiss becca@markdegarmoarts.org or 212-375-9214

01/06/15

New York, NY -- Mark DeGarmo & Dancers/Dynamic Forms Inc. is proud to announce an award of \$49,500 through Governor Andrew M. Cuomo's New York State Regional Economic Development Council (REDC) and awarded by the New York State Council on the Arts. The prestigious award, designed to support organizations creating jobs across New York State, will allow MDDF to expand our marketing and public relations capacity, by creating the resources for MDDF to hire a marketing lead for two years 2015 - 2016. The marketing lead will work with MDDF's development department to achieve the performance metrics specified in the organization's marketing plan, thereby allowing MDDF to expand overall operations and services. Of the \$61.2 million awarded to projects in the New York City Region, MDDF is the only dance organization represented among the 45 NYC arts-organization recipients and 71 projects awarded across the City's 5 boroughs.

The REDC grant will aid in the expansion of MDDF's programming, increasing visibility for the organization and allowing greater numbers of students to have access to dance education. In 2011, Governor Andrew M. Cuomo created The REDC initiative, establishing 10 Regional Councils to develop long-term strategic plans for economic growth in their regions. REDC awarded \$709.2 million in economic development resource grants this year. Since the program's inception in 2011, REDC has awarded more than \$2 billion to over 2,200 job creation and community development projects across New York State. Mark DeGarmo & Dancers is proud to be recognized as a job creator in the New York City Region with this highly competitive award.

The grant will allow MDDF to advance its mission to educate public school students and the community surrounding them through the dance arts, promoting intercultural inquiry and communication, as well as to create, perform, and disseminate original artistic work. In 2015 Mark DeGarmo & Dancers will partner with the New York City Department of Education to provide dance education during the school day to over 1,500 New York City public school students and their 200 teachers. Nearly 100% of MDDF's PreK-5 students are from low income families underserved in the arts and aesthetic education. Mark DeGarmo & Dancers' programs target Manhattan's Lower East Side and Far Rockaway, Queens and serve over 13,000 individuals annually. For further information on MDDF, visit www.markdegarmoarts.org.

MDDF's programs are made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

