

FOR IMMEDIATE RELEASE

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Urbanity Dance Expands Online Programming During COVID-19 Pandemic

In response to the outbreak of COVID-19, Urbanity Dance has doubled down on its mission to provide dance opportunities for all and established a \$100,000 “Keep Urbanity Dancing” Fund



BOSTON, MA—Urbanity Dance has acted swiftly in response to COVID-19, ensuring the continuation of our mission to provide dance for all. Youth and Adult programming, Professional Company rehearsals, and Dance with Parkinson's classes have all continued as planned via Google Hangouts. Urbanity has also begun offering free [youth](#) and [adult](#) classes over Instagram Live.

To support this shift in programming, Urbanity has launched the [Keep Urbanity Dancing Fund](#) with the goal of raising \$100,000 before the end of June. Keep Urbanity Dancing includes two main components. Through our Dance-a-Thon, the entire Urbanity community is invited to participate in learning a piece of choreography by Urbanity faculty members while encouraging friends and family to fundraise. There will also be a **digital main event on April 30, 2020, at 7:00 p.m.** featuring a number of performances from Dance-a-Thon participants, Urbanity Professional Company Members, Youth School students, and Dance with Parkinson's dancers. [Tickets are \\$75 and can be purchased here.](#)

Urbanity Central

725 Harrison Ave. #100, Boston MA 02118 | 1180 Washington Ave. #100, Boston MA 02118 | 111 West Concord St. Boston MA 02118

Urbanity Dance Headquarters

Balance at Urbanity Dance

“Urbanity is working swiftly to innovate virtual dance options for all of our communities, believing that, as artists, we have problem-solving superpowers, choosing to see challenges as creative opportunities to reinvent how we serve. Urbanity's mission remains the same, although amplified, believing we have a responsibility to serve one another, to create meaningful experiences that exercise our physical, mental, and connective fitness. As dance warriors, we must be courageous and innovative. We must not let fear rule our lives. We must fight to maintain - and even strengthen - our community. We must take care of each other.”

—Betsi Graves, Urbanity Director & Founder

We're thrilled to offer a small drop of normalcy in these unpredictable times. Urbanity has received wonderful feedback from our families, and we're grateful that these programs have filled a need within our community:

"I welled up a little when I heard Miss Haley's voice greeting Elena in her bedroom... Elena finished the class bubbly, bouncy, and joyful."

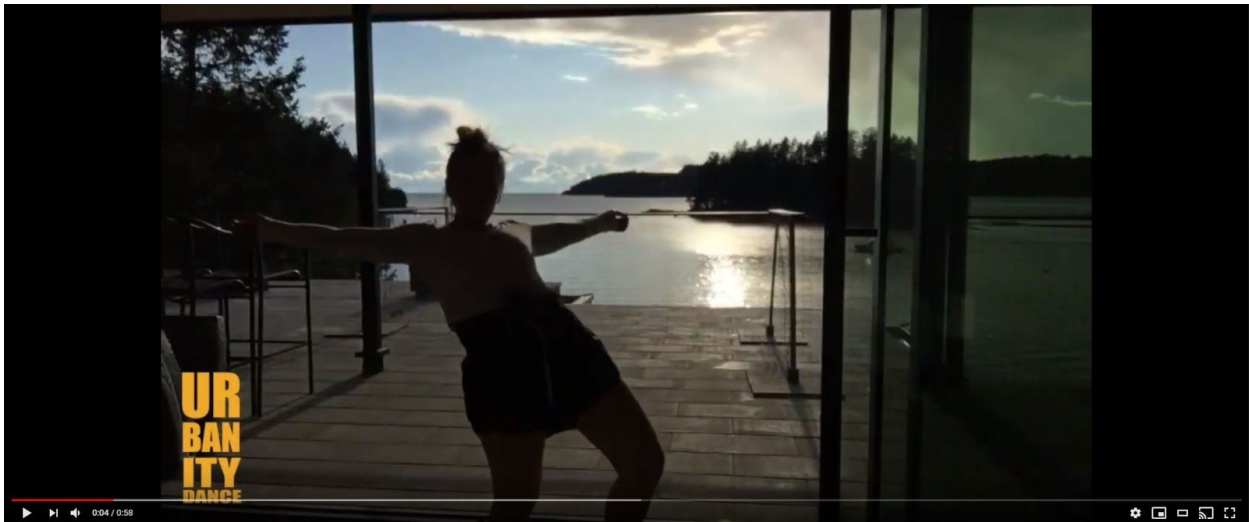
—Urbanity Youth School Parent

"I honestly do not know what I would do without being able to move and dance during this time and interact with my friends and teachers. I am so glad that the team was ahead of the curve and I cannot thank you all enough!"

—Beatrix, Youth School Student

"One of the gifts during this unfortunate situation is the opportunity to connect with all the other dancers through digital Dance with Parkinson's dance classes. About the only time I get to interact with people now is during class, and it reminds me to keep on moving."

—Richard, Dance with Parkinson's Dancer



[Check out some of our students participating in our Intermediate/Advanced Contemporary Drop In.](#)
Choreography by Cayley Christoforou.

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About Urbanity Dance

Urbanity Dance was founded as a non-profit arts organization in 2011 by Director Betsi Graves with the mission to engage, inspire, and empower individuals and communities through the art of dance and movement. This mission is manifested through Urbanity's organizational pillars of Company, School, and Community, which strive to achieve three objectives: to propel contemporary dance to the forefront of Boston's cultural landscape; fill an unmet demand for access to training in diverse dance forms; and use dance as a tool for fostering bodily autonomy and creativity in local schools and community spaces. Through its three South End studios and work in the community, Urbanity is proud to provide high-quality dance experiences to over 10,000 dance-lovers of all ages, backgrounds, and abilities every year.

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