

Dance Day preparations
<http://danceday.cid-portal.org>

On the 29th of April, as every year since 1982, the official Dance Day will be celebrated all over the world by millions of dancers. It is an initiative of the International Dance Council CID, UNESCO.

We have prepared the following guidelines as a checklist for persons active in the wider field of dance: teachers, choreographers, group leaders, journalists, researchers, associations, suppliers, organizations etc.

Object

The main purpose of Dance Day events is to attract the attention of the wider public to the art of dance. Emphasis should be given to addressing a new public, people who do not follow dance events during the course of the year.

Events

Dance Day events may be special performances, open-door classes, public rehearsals, lectures, exhibitions, articles in newspapers and magazines, dance evenings, radio and TV programs, visits, street shows, parades, shop window decorations etc.

Organizers

Events are primarily organized by dance companies, amateur groups, schools, associations and other institutions active in dance. Wherever possible, it is better for events to be organized jointly with a non-dance institution such as a government agency, a public school, a municipality, a business enterprise, a trade union.

Content

Organizers have full freedom to define the content of the event.

Make sure that you include general information on the art of dance, its history, its importance to society, its universal character. This can be done in a short speech, a note in the program, a text distributed to those present. By adding this dimension you make the event different from dance activities taking place any other day.

Read a message from a prominent personality, a poem, a passage from a text by a famous author.

Coordination

In order to achieve maximum success, it is important that preparations start early enough.

It is imperative to inform the press and generally the media about your event.

Notify an organization holding a central position at regional or national level, which should publish a list of events planned for Dance Day.

Entrance to events should preferably be free, or by invitation. Invite persons who do not normally attend dance events.

Location

At best, events should take place in “new” places, such as streets, parks, squares, shops, factories, villages, discotheques, schools, stadiums etc.

By setting the event in original surroundings you stress the fact that this is an event dedicated to the universal family of dancers.

Dr. Alkis Raftis
President of the CID

1. The official message for Dance Day is mailed to 150,000 dance professionals in 200 countries. It is translated to dozens of languages. Please ask for a translation, or translate the message to the language of your country; send it to dance organizations and the media. You can find guidelines and previous messages at www.cid-portal.org

2. World Dance Day, every year on 29 April, established in 1982 and promoted by CID, aims at attracting attention to the art of dance. It is celebrated by millions of dancers around the globe. On that day, dance companies, dance schools, organizations and individuals, professionals as well as amateurs, organize an activity addressing an audience different from their usual one.

3. The International Dance Council CID is the official organization for all forms of dance in all countries of the world.

- Its members are the most prominent federations, associations, schools, companies and individuals in more than 170 countries.
- CID was founded in 1973 within the UNESCO headquarters in Paris, where it is based.
- CID is official partner of UNESCO, the United Nations Educational, Scientific and Cultural Organization.

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