



MEDIA RELEASE

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WeWork to Host NPAFE - Company Danzante Staging of “DanceFactor” World Premiere in Downtown DC on Nov. 15

First-ever dance performance uniting business entrepreneurs and the entrepreneurial world of dance and performing arts

Washington, D.C., November 1, 2016: The **National Performing Arts Funding Exchange -NPAFE** - today announced the first **DanceFactor** performance bridging the worlds of business entrepreneurs and performing arts entrepreneurs, hosted by **WeWork** in Washington, D.C. on Tuesday, November 15, 2016.

Choreographed and performed by **Company Danzante**, one of the Middle Atlantic region’s most acclaimed dance companies, the new dance and mixed media piece will marry the theme of artists as creative entrepreneurs to the core philosophy of shared community and entrepreneurial collaboration.

"This **DanceFactor** event offers the DC-area business community more than a premiere world class performance," says NPAFE's CEO Cliff Brody. "Choreographers and dancers like Danzante have assembled an enviable catalogue of solutions to overcome every challenge standing in the way of entrepreneurial success. They translate abstract what-we-want-to do's into how-to-get-things-done solutions all the time." Brody believes performing artists like Danzante are better than most at breaking through silos blocking successful business collaboration. "And they have been anchoring cross-generational brand loyalty for decades," he adds.

NPAFE’s initiative to seek out WeWork as host for the first **DanceFactor** series performance reflects what happened when NPAFE moved its own headquarters to WeWork Dupont Circle. Says Brody: "NPAFE benefits each day from networking in this well-crafted shared workspace." According to Brody, his non-profit saw a prime opportunity for performing artists to draw the same inspiration from the same community of entrepreneurs, especially from the creative workspaces that have helped NPAFE jumpstart innovative projects like **DanceFactor**. Brody adds: "Now it's give-back time: business entrepreneurs will get to learn a lot from these accomplished performing artists about how to face down business risk and achieve success."

The National Performing Arts Funding Exchange is the country’s only not-for-profit partnering exclusively with private sector businesses committed to advancing the performing arts, channeling funding to up-and-coming performing artists acclaimed primarily for compelling original work and allowing corporate sponsors to associate their brands with America’s “next generation of best” performing artists. NPAFE also provides marketing and fiscal agent services to these artists at no charge. www.npafe.org

In just three years, **Company Danzante** has become one of the Washington DC metro area’s most acclaimed dance companies, commissioned to perform at the **Kennedy Center, Jacobs Pillow Dance Festival, Dance Gallery Festival NYC, Atlas INTERSECTIONS Festival DC, and Velocity DC Dance Festival**. It has toured in **Chicago, Philadelphia, Richmond**, and choreographed in **Mexico and Venezuela**. **Company Danzante** prides itself by presenting newly crafted contemporary dance by seasoned and emerging choreographers and performers, advancing and enriching the modern dance art form by investing heavily in the special creative process that produces talented new choreographers and dancers. More at www.companydanzante.org.

DanceFactor is an invitation-only event offered at no charge to guests. NPAFE will hold a drawing for anyone registering at the NPAFE website to win one of 15 tickets reserved for the public. See <https://bit.ly/NPAFEnov15>.

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Time and Place: 6:30-8:30 PM, Nov. 15, 2016; WeWork, 1875 Connecticut Ave NW DC 20009; Secure building: media registration required at <https://bit.ly/NPAFEnov15M>.

Online Media Resources: NPAFE: www.npafe.org; WeWork Event RSVP: www.bit.ly/NPAFEnov15; Company Danzante: www.companydanzante.org; Special event ticket drawing: <http://dancefactor.splashthat.com>