

## MEDIA RELEASE

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### **Paul Taylor Dance Foundation Chooses NPAFE to Identify New Corporate Funding Sponsors for the Paul Taylor Organizations**

*3-year partnership targeting national and international sponsorships for all things "Paul Taylor Creative".*

**New York City and Washington, D.C., November 8, 2017:** The Paul Taylor Dance Foundation in New York and the National Performing Arts Funding Exchange in Washington DC today jointly announced that NPAFE is now providing direct support to the Foundation and to Paul Taylor Dance Company, Taylor2 Dance Company, and Paul Taylor American Modern Dance.

NPAFE's work will center on securing direct corporate funding for the Paul Taylor organizations. NPAFE advocacy centers on the value corporate sponsors receive by directly supporting the performing arts, in this case presentations of Paul Taylor masterpieces, new works by choreographers now a part of the Paul Taylor organization, and the group's long-established community outreach and educational initiatives.

Says NPAFE CEO Cliff Brody. "Millions of people around the world are drawn to all things 'Paul Taylor Creative', not just the masterworks they already know." Asked what this means for a corporate sponsor, Brody replies: "Rarely does such a high-end opportunity arise for great brands to align themselves with such perfect excellence, and to be so favorably recognized by their own stakeholders and people everywhere for doing it."

Comments Tim Robinson, the key Paul Taylor executive responsible for arranging worldwide performances, "We are really impressed with NPAFE's focus on solving a problem that has plagued the Performing Arts for decades: how to expand beyond the dwindling pool of grants and donations to locate corporate funding for the entrepreneurial creativity so much a part of the Performing Arts, especially modern dance."

Robinson explains that the Taylor organizations see NPAFE "as determined as ever we've seen to establish the value we offer to our corporate sponsors: namely, how great brands gain by identifying with the excellence that millions of people all around the world have come to expect from us and flock to see."

The Paul Taylor-NPAFE relationship is slated to last three years, during which NPAFE will identify corporate sponsorships enabling the Paul Taylor organizations to expand the Paul Taylor legacy, present more **Paul Taylor Dance Company** works nationally and internationally, expand **Paul Taylor American Modern Dance** presentations at New York City's Lincoln Center, and broaden the innovative reach of **Taylor2 Dance Company** tours, community outreach, residencies and teaching.

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**About Paul Taylor and the Paul Taylor Organizations.** Paul Taylor is globally recognized as the greatest living pioneer of American modern dance. His 146 dances created since 1954, when he founded the Paul Taylor Dance Company in New York City, offer cogent observations on life's complexities and society's thorniest issues. The Company has performed in some 524 cities and 64 countries, with Taylor himself attaining iconic status here and abroad. In 2015, Taylor established Paul Taylor American Modern Dance — PTAMD — to bring to New York's Lincoln Center his own masterworks, other works by renowned artists, and new creations by the next generation of choreographers building on his dance company's legacy. The new PTAMD initiative uniquely bridges the legendary founders of modern dance and the best dance makers of the 21st Century.

**About NPAFE - The National Performing Arts Funding Exchange.** NPAFE is the country's only not-for-profit partnering exclusively with private sector businesses committed to advancing the performing arts, channeling funding to performing artists acclaimed primarily for compelling original work. This financial support comes from corporate sponsors intent on associating their brands with "the today's generation of best and tomorrow's" among performing artists, people already applauded by loyal and discerning audiences. NPAFE provides all of its marketing and other services to artists at no charge.

**Media Resources.** NPAFE: See [www.npafe.org](http://www.npafe.org). Reach Cliff Brody at (+1) 202.643.8048 or [cbrody@npafe.org](mailto:cbrody@npafe.org) for follow-up. Paul Taylor Dance Company / Paul Taylor American Modern Dance: [www.ptamd.org](http://www.ptamd.org)