

## WHY?

- > Ensure support and attention to dance in the Coachella Valley
- > Create venues for dance companies and choreographers
- > Educate young dancers to the potential of dance as a career by providing opportunities for learning, performing and networking with professionals and by exposing them to a variety of dance styles
- > Encourage and ensure new dance audiences by bringing dance to the general public

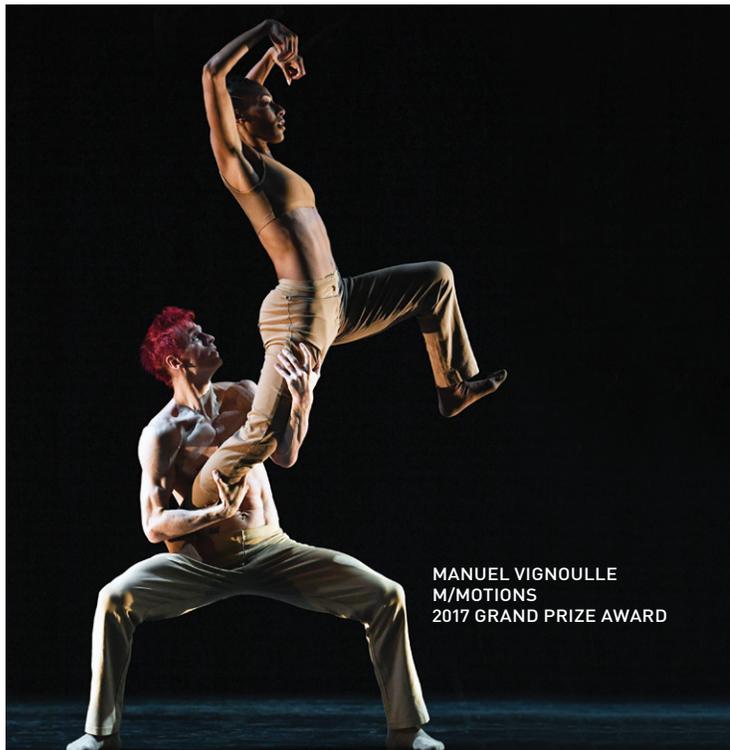
## WHAT?

- > A choreography competition
- > Dance projects, workshops, master classes and special presentations
- > Public acknowledgement and recognition for choreographers via honorary and financial awards including a lifetime achievement award for outstanding contributions to dance



DAVID MORSE  
CINCINNATI BALLET  
2017 SECOND PLACE AWARD

PHOTOS: JACK HARTIN



MANUEL VIGNOULLE  
M/MOTIONS  
2017 GRAND PRIZE AWARD

McCallum Theatre Education seeks to enhance the role of the arts in our lives and community by inspiring greater awareness of their educational, cognitive, emotional and spiritual power. By encouraging an active and experiential study of the arts, McCallum Theatre Education advances the belief that all human beings are inherently creative. The programs developed by McCallum are designed to build on that creativity by equipping individuals with the skills necessary for an enduring engagement with the arts and an understanding of their essential contribution to enlightened citizenship.

**HISTORY** The Festival, founded by choreographer Shea New in 1998, has grown tremendously in size, respect and support, in part due to the stellar talent that it has attracted. It began as a joint effort between the College of the Desert and the City of Palm Desert, with McCallum Theatre Education lending its support in the second year. The idea of the Festival grew out of the need to provide emerging choreographers with support and opportunities to showcase their art. In 2002, the Festival was fully incorporated as a McCallum Theatre Education program and has since expanded its reach with a number of dynamic community projects.

**The Choreography Festival** is dedicated to the advancement of dance as an art form, specifically through the support and promotion of quality choreography.



PALM DESERT



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McCallum Theatre is a 501(c)(3) organization