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Contact: Natalie Maniscalco
SALSEEK pr & events
Natalie@nycsalsacongress.com
Mobile: 845.659.6506
www.nycsalsacongress.com



**The New York International Salsa Congress Dance & Music Festival Celebrates
10th Anniversary with 20,000 Attendees**

Hosted by 97.9 LA MEGA's J.I. Starr

Featuring a Blow-Out Performance by El Gran Combo de Puerto Rico

September 1st – 6th 2010 at the New York Hilton Hotel

***Sponsored by MEGA 97.9, El Diario, NY1Noticias, NY1News, Nochelatina.com,
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New York City, NY – July 16, 2010 – The New York International Salsa Congress Dance & Music Festival (NYISC), the world's largest multicultural music and dance extravaganza, celebrates its 10th Anniversary with 20,000 people from around the world at The New York Hilton Hotel, 1335 Avenue of the Americas, NYC from Thursday, September 1st to Monday, September 6th. Hosted by 97.9 LA MEGA's J.I. Starr, this year is even bigger than last, with a blow-out performance by one of salsa's oldest and most beloved bands "La Universidad de la Salsa" El Gran Combo De Puerto Rico on Sunday night, September 5th.

Each year the NYISC brings together people of all cultures, ages and backgrounds to participate in this multi-day celebration. Whether novice or a professional dancer, the NYISC attracts people from all walks of life to establish a sense of community, to gain exposure to different styles of dance and to achieve a higher level of knowledge and expression while sharing the true passion for Latin music and dancing. Originally held in the Poconos in 2001 with an estimate of 2,000 attendees, the NYISC has flourished to 20,000 attendees.

Special highlights include 60+ instructional dance workshops, performances, a professional dance competition, and a live concert series each night with **Son Sublime** and **Conjunto Imagen** (Thursday, September 2nd), **Son Boricua** (Friday, September 3rd), **La Japonesa Salsera Yoko** (Saturday, September 4th), and **El Gran Combo de Puerto Rico** (Sunday, September 5th).

Additional event highlights include:

- Survival Challenges-The average Joe learns a choreographed salsa or bachata routine in 3 days for an onstage performance and cash prize on Sunday, September 5th
- Hustle & Bachata Rooms-Special rooms designed for hustle & bachata workshops & competitions for cash prizes
- 60+ multi-level group workshops for styling, partner work, shines, and more taught each day by world renowned dance instructors
- Special evening performances by world renowned dance teams and couples & a matinee youth performance by New York's Got Salsa Kids

- Social dancing every evening until 4AM to live bands and DJ's playing the best in Salsa, Cha-Cha-Cha, and Latin Jazz
- An array of vendors for purchase of dance clothing, shoes and accessories
- Farewell Salsa Cruise on the Hudson & After Party on Monday, September 6th

To purchase tickets & for more information please visit www.nycsalsacongress.com

Supported by Radio Host J.I. Starr, Festivalsalsero.com, SalsaNewYork.com, Island Touch Dance Academy, JerseySalsa.com, Videosalsa.com, NYC Latin Media & ET Commission, & Stuckonsalsa.com