<http://www.your-ad-here.co.uk/businesses>

Deadline 31 Jan

**What is the story of your business / organisation? \***

**1000 characters**

East London Dance (ELD) is the leading producer of creative dance experiences for the people of east London and beyond. From our base in Stratford we produce inspirational dance projects & events and nurture the next generation of makers & producers, growing one of the most diverse and vibrant dance communities in the country. From large-productions to intimate encounters we encourage people to create and experience dance differently. We believe dance can inspire everyone in many different ways, and believe collaboration is integral to success. We are open to new ideas, new people, new places and new ways of working. ELD are currently celebrating 25 years of successful creative business. We have just appointed a new Director who is leading a small, committed dynamic team into a new phase. The extended ELD family includes a diverse network of professional artists, community practitioners and a vibrant community of spectators, participants and volunteers.

(969 characters)

\*\* I have take this out for cutting words

We discover, nurture, produce, present and champion diverse artists.

*You might want to address things such as: Who established the business / organisation? How long has it been established? Have you always been based here? What do you sell / do and why? Do you enjoy running the business /organisation? How many people does it employ? What is your Unique Selling Point / your speciality?*

**What makes your business / organisation important to the local economy / community? \***

**1000 characters**

East London is a hotbed of innovation and experimentation. ELD encapsulates this spirit and will be renowned as the place to encounter innovation in dance – enabling you to discover new artists, new aesthetics, new experiences and new ways of working. We have a passion for dance and the impact it can make on people’s lives and will advocate for and influence its development across east London and beyond. We are based in the diverse borough of Newham and work across the seven east London boroughs. Our landscape is rapidly changing and we are in the ideal position to seize the opportunities. Our projects and events bring communities together, break down language barriers, celebrate diversity and promote health and wellbeing. We offer non-traditional pathways into the sector, provide affordable ways to build skills and experience people need to progress. Diversity is embedded into everything we do. We work with talented, diverse artists that can relate to and inspire our local communities.

(1002 characters)

*You might want to consider: What does east London mean to you and your business / organisation? What would happen if your business / organisation no longer existed? Where would your customers go?*

**Why should your business / organisation have an advert in this area? \***

1000 characters

We produce and present dance in many different ways, taking it out of the theatre and off the stage onto people’s doorsteps. Not being venue based allows us the freedom to pop up in all sorts of spaces across east London, however we want to have more impact locally. Our events are experiential and if people do not experience them, then there is potentially a large audience who may not encounter us having no knowledge of who we are. We currently rely entirely on e-comms/ digital presence and have no means to communicate with our local community. We want more people to know we are here and responsible for the amazing dance in east London. This summer we have a number of outdoor works happening in and around the park and across east London. To have a large visual presence will help connect all the creative work we are doing, will be the introduction we require and will hopefully inspire people to come experience the work and engage with dance in a way that may change their lives forever!

(999 characters)

*Why would it be useful for people in and around the park to see the advert? How do you usually promote your business / organisation if at all?*

**What year was your business / organisation established? \***

1987