

Celebrating Culture, Celebrating Impact

Impact Culture NYC and Sandy (Ying) Li Honored for Advocacy through Multicultural Arts



New York City, New York Apr 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - **Impact Culture NYC** and its visionary Founder & Executive Director, **Sandy (Ying) Li**, are receiving well-deserved recognition for their transformative contributions to multicultural arts and entertainment. In a series of recent accolades celebrating Women's History Month, *Sandy (Ying) Li* was honored at the *2025 Women In Power* event, where she received several citations from the New York State Assembly in recognition of her outstanding community contributions and dedication to fostering positive change through the arts.

Adding to this distinguished honor, *Senator Stephen T. Chan, Assemblyman William Colton, and Assemblyman Michael Tannousis* also presented *Sandy (Ying) Li* with certificates of recognition. New York City Council Member *David M. Carr* further acknowledged her achievements with a certificate for the 2025 Women in Power initiative under the Health Essential Association. These accolades underscore Li's commitment to elevating cultural representation and bridging communities through the power of the arts.

Impact Culture NYC: A Driving Force in Multicultural Performing Arts

As we celebrate these well-earned recognitions, it is also a moment to shine a spotlight on *Impact Culture NYC*, an arts and culture organization that has become a premier force in multicultural arts and entertainment. Founded by *Sandy (Ying) Li*, with the mission to connect Chinese cultural artistry with global audiences, Impact Culture NYC has evolved into a leader in producing world-class performances and innovative cross-cultural programming.

With its commitment to authenticity and excellence, Impact Culture NYC has positioned itself as a key partner for organizations seeking to deepen cultural exchanges and integrate Chinese and Asian cultural elements into mainstream performance and presentation. Whether through large-scale performances, arts education, or collaborations with global brands, the organization stands at the forefront of cultural storytelling, ensuring that traditions are honored while embracing innovation.

From Arts Education to Global Cultures Curation

Originally founded by Sandy (Ying) Li in 2017 as a platform for accessible arts education and stage performance training for Asian-American youth, Impact Culture NYC has quickly risen to become the leading bilingual curator and presenter of large-scale cross-cultural performances by artists for artists. Since its inception, Impact Culture NYC has curated, presented, and produced countless high-profile events that celebrate culture, including the Lunar New Year Spectacular at American Dream; Cinema Icon Liu Xiaoqing's Tribute Performance in New York; Songs of Summer Concert at Merkin Hall; Tea for Harmony celebrations at the United Nations and China Institute; Snug Harbor's Neptune Ball; Fall Concert at Lincoln Center; Virtuosi Rising at Carnegie Hall, and wrapping up with Tangram's Holiday Tree Lighting Ceremonies and the Annual Starbright Winter Wonderland in Flushing. In between landmark venues and iconic stages, Impact Culture's work is rooted in the communities - from senior homes to hospitals to street festivals, *wherever and whenever culture is celebrated, Impact Culture is there to create Impact.*

Recognized for its dazzling Main Stage productions, which often feature a high-caliber collective of over 200 performers in a showcase of intangible cultural display of up to six hours, Impact Culture offers multi-sensory feasts of cultural gems featuring traditional lion dances, acrobatics, martial arts, ethnic dances, and live music. Enhanced by immersive stage design and elaborate costumes, Impact Culture's events have achieved the highest viewership and engagement in its category at American Dream, earning the prestigious Best Event Partner Award in 2025.

2025: A Year of Expansion and Collaborations

The momentum continues in 2025, with Impact Culture NYC leading groundbreaking productions. The Brooklyn Lunar New Year Spectacular was a standout success, featuring a diverse cast, including Broadway star *Telly Leung (Aladdin)*, young talents from *Joffrey Ballet School*, and homegrown talent from Brooklyn. Now in its 6th year of talent search and discovery, each year unfolds with a mission to foster and develop young talent for the stage. This year, the **Starbright Youth Talent Competitions** continue to search for young talent in the dance and runway categories.

Upcoming show dates are:

May 17: the 6th Annual Starbright Youth Dance Competition at Lincoln Center

May 31: Dance Show North America Competition Finals

June 1: the 4th Annual Starbright Runway Competition at Tangram

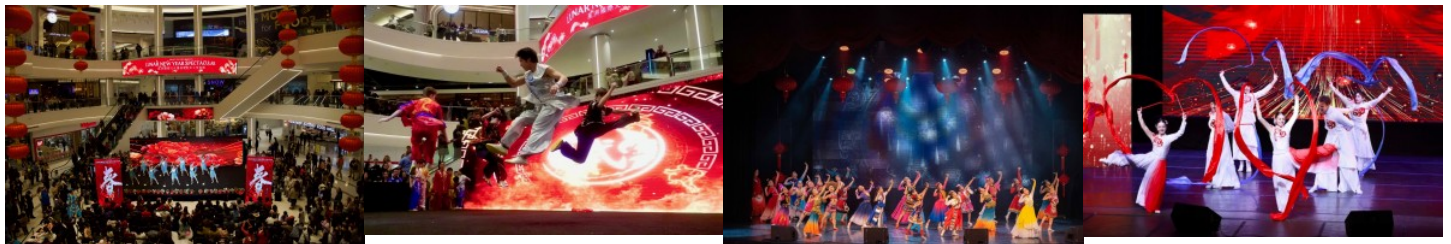
Recognized for bringing new faces and world-class acts to mainstream platforms, Impact Culture NYC continues to break barriers and create opportunities where they have traditionally been limited. Through dynamic performances, high-caliber productions, and strategic collaborations, the organization ensures that Chinese and Asian cultural narratives are not only preserved but also re-imagined for modern audiences worldwide.

To register for these open calls, please visit www.impactculturenyc.com to learn more.

During **AAPI Heritage Month**, the *Blossoms of Love Mother's Day Concert* on **May 10th** at Promise Hall in Flushing is not to be missed.

Join Us in Celebrating and Elevating Cultural Excellence

As AAPI Heritage Month approaches, Impact Culture NYC is ready to bring its world-class cultural resonance to new audiences. For partnership opportunities and/or to integrate authentic Chinese cultural elements into your next project, visit www.impactculturenyc.com.



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