Ridder Ice Arena on the U of M campus will come to life on the morning of September 17 as more than 1,000 students from high schools throughout the metro area fill the seats to participate in an educational experience --- exploring their own racial and cultural identity and the impact toxic conditioning (or branding) has had on the creation of their own personal identity.

These students will be attending a free 9:30 am performance of "Being Branded," a one-of-a-kind cultural education concert sponsored by the Minnesota Black Chamber of Commerce, designed to expand the students' racial awareness and awaken them to the complexities of racial and cultural identity and social conditioning, also known as "branding."

"Being Branded," is the unique fusion of modern dance on ice and features for the first time in the Twin Cities area a team of competitive, professional ice skaters who are of color. The skaters' ancestry includes East Indian, Puerto Rican and African American. In fact, two of the skaters are native to the Twin Cities. Instead of skating competitively, these ice skaters will perform steady, slow, graceful modern dance moves – performances on ice that depict the stories of struggle and survival of individuals of color.

"The concert will be a personal journey for students," says Deneane Richburg, "Being Branded" project director and choreographer. "It will expand their level of racial awareness and make them more cognizant of the types of toxic conditioning (or branding) that impact their daily lives, and how to stop it," she says.

"Being Branded" will be performed for students at 9:30 am on September 17 at Ridder Ice Arena on the University of Minnesota campus, 1901 4th Street SE, Minneapolis. Following the concert, students will engage in a post-concert discussion, which will include the professional skaters, and will help them learn to identify toxic conditioning and stop its impact.

"Being Branded" will also offer two evening performances on September 17 and 18 at 7:30 pm. Tickets for these two performances are $25 for adults and $12 for students. A post-concert discussion follows each performance.

For more information, including the classroom curriculum, the morning performance for the students, or the evening performances on the September 17 and 18, contact Ashley at (651) 777-9119 or email ablocton@keystonecs.com

To purchase tickets for either evening concert, visit www.mbccculturaleventg.eventbrite.com . For more information about the event, please contact Ashley at (651) 777-9119.