



PRESS RELEASE
For Immediate Publication

A world class dance event debuts for the first time in Ontario

Toronto is about to dance to the beat of the largest multi-style dance competition in Canada!

Toronto, April 25, 2017 - The weekend of April 28-30 will mark the opening of the first edition of Hit The Floor Toronto, one of the largest multi-style dance competitions in the world. The promoters plan on showcasing their event's unique flavor to some 8,000 visitors who will gather at the Metro Toronto Convention Centre to 300 world-class performances by 1,200 dancers coming from all over the country. Hit The Floor Toronto will showcase contemporary dance, ballet, lyrical, jazz, acro, tap dancing, musical theatre and hip-hop.

About 40 Canadian dance schools will take part in the competition, including 10 studios from Ontario: *A New DAIE (Brampton), Dancercise (Brampton), DARK Dance (North York), FOREAL Dance Company (Toronto), Jade's Hip Hop Academy (Brampton), Kreative In Dance Styles (Vaughan), Origins (Waterloo), Rockstars (Whitby), St. Augustine (Brampton) and THE CLIQUE (North York).*

After seven consecutive years of growth in Quebec and Gatineau, Hit The Floor is continuing its Canadian tour with this very first competition in Toronto, Ontario.

"We are very excited that the Toronto edition is finally coming to life. We have worked hard on this project over the past year and we are confident that Hit The Floor is a perfect match for the Queen City which is recognized as a major hub for all Canadian dancers", said Nicolas Bégin, director and founder of the competition.

A DANCE EVENING TO REMEMBER

The competition's top eight performers will have a unique opportunity to perform on the All-Stars Showcase, a must see dance event which will be presented this Saturday at the John Bassett Theatre, starting at 8:30 pm. Amazing contemporary dancers Tate McRae, Cora Kozaris and Caroline Torti will be part of the show. Hip-hop dancing will also have its place under the spotlight with renowned artists such as Leon Blackwood, Mel Charlot and T.EENAGERS.

Spectators of the All-Stars Showcase will have the chance to witness an exclusive performance by none other than dance crew Brotherhood, the first place winner at VIBE XXII 2017 and three times World of Dance Champions. The 13-member crew from Vancouver has a breathtaking performance in store for its first visit to Hit The Floor Toronto.

The majority of the tickets to the Showcase were sold during the online sale announced on April 4th – more evidence of Toronto's exceptional appetite for dance. Remaining tickets can be found at hitthefloor.ca.

TOUR PARTNERS



AN IMPRESSIVE JUDGES PANEL

The dancers will perform in front of an impressive panel of judges composed of masters of dance, including contemporary dancers Edson Juarez and Jim Nowakowski who have both distinguished themselves on the popular television show *So You Think You Can Dance USA*. Hit The Floor Toronto will also host two new hip-hop judges on its panel: Daniel Jerome of the *World of Dance Tour* and Scott Forsyth, the renowned choreographer of dance crew Brotherhood.

In addition to receiving helpful feedback from these world-class artists, dancers will have the opportunity to develop their technique and artistic spirit by following two unique workshops. The contemporary workshop will be taught by Edson Juarez and the hip-hop workshop will be lead by Scott Forsyth, one of the most popular choreographers in the world.

ABOUT HIT THE FLOOR

Created by Nicolas Bégin, a professional dancer whose performances have wowed the audience and judges of *So You Think You Can Dance Canada* and *America's Best Dance Crew*, the Hit The Floor competition kicked off in the City of Levis in 2011 with a mission to contribute to the development of the dance community world-wide. The event was brought to Gatineau in 2014 and has been a huge success since. The competition opens in Toronto for the first time in 2017.

Hit The Floor is now proudly considered as a world-class dance event and the numbers are there to prove it: more than 350,000 faithful subscribers on its Facebook page, more than 75,000 subscribers on its Instagram feed and more than 8 million views on its YouTube channel.

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Multimedia assets are available including video and pictures from the other editions of Hit The Floor. Founder and Director Nicolas Bégin, as well as some of the artists and judges will be available for interviews before, during and after the event. Dance crews will also be available for studio performances over the week-end.

To be connected with a spokesperson or set up a studio performance, please connect with the media contacts.

SOURCE:

Hit The Floor | hitthefloor.ca | [Facebook](#) | [YouTube](#) | [Instagram](#) | [Twitter](#)

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