



PRESS MEMO
For immediate publication

First Edition of Hit The Floor Toronto

AN AMAZING SUCCESS FOR HIT THE FLOOR TORONTO

Toronto, May 1st, 2017 – The very first edition of Hit The Floor Toronto ended last night at the Metro Toronto Convention Centre. More than 1,200 dancers stood out on stage during the weekend with breathtaking performances in front of more than 8,000 spectators.

Among the 9 favorite numbers of the competition, dance crew *The Family* from the *Rockwell Family* studio in Montreal won the honors alongside independent dance crews *Ladies* and the *Experience* from *Danse Attitudes* studio, which respectively finished the competition in 2nd and 3rd places.

"I am honored by the tremendous welcome we have received from Torontonians. The term "World Class Dance Event" came to life during the weekend with breathtaking performances from all dancers, as well as international artists. We are proud to have exported our event to the Queen City and we are convinced that this new market will offer incredible surprises in the future" said Nicolas Bégin, Founder and Director of Hit The Floor, adding that the event will be back in Toronto from April 27 to 29, 2018.

A UNIQUE AND REFRESHING EVENT FOR TORONTO

Hit The Floor has incorporated its unique flavor into the Toronto dance industry not only with a very high caliber of dance but also with impressive programming featuring activities such as training workshops with world-renowned artists.

The All-Stars Showcase, a colorful show presented on Saturday night, impressed the crowd with numbers presented by world masters of dance. Judges Edson Juarez, Daniel Jerome, Jim Nowakowski and Scott Forsyth also set the dance floor on fire with spectacular numbers. The *Brotherhood* dance crew offered a brilliant performance in Toronto's first All-Stars Showcase.

Note that *Hit The Floor* will be in the city of Levis, on the south shore of Quebec, from May 18 to 22. All the details at hitthefloor.ca.

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. In 2017, *the competition* opened in Toronto for the first time.

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 77,000 subscribers on its Instagram feed and more than 7.5 million views on its YouTube channel.

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SOURCE:

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

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