



PRESS MEMO

For immediate publication

Seventh edition of Hit The Floor Lévis

THE HIT THE FLOOR EVENT IN LÉVIS GREATER THAN EVER!

Lévis, May 23rd, 2017 - The Hit The Floor Canadian Tour 2017 ended yesterday at the Lévis Convention and exhibition Centre after more than five intense days of competition. More than 4,000 dancers from 130 dance schools, including one from Mexico, took part in the competition totaling more than 1,062 routines. The world class event hosted more than 20,000 visitors, 5 international judges and more than 20 talented artists.

"We can say without a doubt that the event of this year was the most impressive and remarkable edition in terms of the number of routines, spectators and dancers, but also regarding the quality of performances presented throughout the event. We are extremely proud to have a world class dance event in Lévis that shines across the planet," said Nicolas Bégin, founder and director of Hit The Floor.

A CROWDED ROOM FOR THE NEW ZEALAND DANCE CREW

Again this year, the All-Stars Showcase in Lévis was spectacular and beyond expectation. Presented Sunday night in front of an electrifying crowd, the show featured world-class performances including a memorable opening number with some fifty Canadian dancers choreographed by Edith Collin-Maroux and a distinguished duo by Phillip Chbeeb and Renee Kester. The performance of ReQuest Dance Crew from New Zealand was legendary and will mark the event forever.

The grand prize presented by the City of Lévis was won by the *Krankyd* crew of *Académie de Danse Propulsion*. The big winners won \$ 10,000, considered one of the most awarded prizes at a dance competition in Canada. The *C4* crew from the *Rebelles & Vagabonds* studio and the *Walk* crew from *Studios QMD Association* ranked 2nd and 3rd respectively.

The dates for the Hit The Floor Canadian Tour 2018 are already available: March 15-18, 2018 in Gatineau, April 27-29, 2018 in Toronto and May 17-21, 2018 in Lévis. 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 Lévis 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.

Since its creation in 2011, Hit The Floor has collaborated with more than 10 countries through the participation of world-renowned artists and through the involvement of the participants in the competition. Hit The Floor also welcomed more than 125,000 spectators, more than 30,300 dancers, 863 dance schools and presented more than 7,748 routines during the competition.



Hit The Floor is now proudly considered as a world class dance event and the numbers are there to prove it: more than 355,000 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.

-30-

SOURCE:

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

Hit The Floor in pictures: <https://www.flickr.com/photos/137024889@N07/>

INFORMATION AND INTERVIEWS:

Véronique Lalande | veronique@fernandezcom.ca

T 418 704 1559 poste 224 | C 418 928-2373

Philippe Béliveau | philippe@fernandezcom.ca

T 418 704 1559 poste 225 | C 418 559-0580

Isabelle Dutrisac | isabelle.dutrisac@hitthefloor.ca

C 418 928-5180

