



PRESS RELEASE

For Immediate Publication

HTF In Studio 2021

Hit The Floor is back!

Lévis, May 11, 2021 – Hit The Floor is officially back for its 2021 season by presenting *HTF In Studio* (**May 14-15-16, 2021 at the Satir Productions recording studio in Lévis**). The past year has been difficult for the events industry forcing the postponement of all the Hit The Floor events of the 2020-2021 tour. *HTF In Studio* will be an opportunity for the dancers to perform again on a professional stage for a special weekend.

Fully Hybrid Programming

HTF In Studio will bring together Quebec and Canadian dancers around a reinvented formula! The dancers will present new routines in front of professional judges and artists recognized and respected in the dance community. The panel of judges will be composed of [Alex Francoeur](#) (*Révolution, La France a un incroyable talent*), [Céline Cassone](#) (*Les Ballets Jazz de Montréal*), [Màrcio Vinicius Paulino Silveira](#) (*Révolution, Opéra du Québec*), [Sarah Steben](#) (*Saturday Night Fever, Trolls World Tour*) and [HYA](#) (*Jack of All Threads, Popping Amsterdam & Osaka*).

The schedule has been developed in two parts: The first part – **In-Person Competition & Freestyle** – is reserved for solo dancers who are able to come to the recording studio. The second part – **Virtual Competition** – is open to all Canadian dancers, offering a very interesting option for dance schools that cannot physically travel to Lévis, but still wish to submit their routines virtually. All dancers will have access to real-time feedback from our five judges to make the experience as interactive as possible.

Participation Beyond Expectations

Thanks to this new happening, Créations Hit The Floor wishes to stay connected with its community in addition to giving dancers the opportunity to start dancing again in a professional space. More than **570 routines** will be presented during the three days of programming and will be performed by **44 different dance schools and 7 independent dancers**.

Something New at Hit The Floor

The Hit The Floor team is also taking the opportunity to present a great addition: the **Freestyle category!** The on-site dancers will be able to take up the challenge and improvise on stage, in front of the judges, in order to receive feedback dedicated to the dancer's personal development. In addition to bringing a breath of fresh air, this new category allows dancers to step out of their comfort zone and surpass themselves with a music that will be assigned to them on the spot.

An Online Event Accessible to All

Since there will be no spectators on-site due to the current situation, Créations Hit The Floor offers dance enthusiasts the opportunity to attend the event virtually through a live broadcast! The public can now purchase their **"Competition" ticket**, which gives access to nearly 40 hours of dance competition.

Best of Coups de cœur: A Brand-New Virtual Show

The Hit The Floor events have been recognized for several years mainly because of their impressive show productions featuring the favourites of the competition as well as professional artistic performances. Considering the difficulty of being able to present such a show and in order to celebrate the end of the first 2021 event, the team will broadcast live on **Saturday, May 15 at 8:30 p.m.** a brand-new virtual show, the *Best of Coups de cœur*, which brings together highlights from the All-Stars Showcases' routines from the past ten years. More than 30 performances will be included in this new virtual show.

About Créations Hit The Floor

Hit The Floor was created in Lévis (QC) in 2010. Convinced of being able to offer a world-class dance event, Nicolas Bégin, dancer and entrepreneur best known for his career at *So You Think You Can Dance Canada* and *America's Best Dance Crew*, decided to create the Hit The Floor dance competition, which is recognized today as an unmissable event in the national and international artistic industry. Hit The Floor quickly became a tourist and cultural event, featuring *All-Stars Showcases*, exhibitor markets and one of the world's premier multi-style dance competitions. The year 2020 was characterized by a pivotal period imposing exceptional creativity and an offer adapted to the new reality. Créations Hit The Floor, according to the health recommendations in place, will ensure the holding of several one-time events in 2021.

Virtual broadcasting open to everyone!

[Tickets available online](#)

Competition Ticket: \$9.99 | Show Ticket: \$12.99 | Competition & Show Ticket: \$15.99

+Taxes & service charges



[Facebook](#)



[YouTube](#)



[Instagram](#)



[Website](#)

Source:

Créations Hit The Floor

For information and interview:

Mr. Joël Phaneuf

Marketing & Communications Coordinator

C: 514 991-4285

joel.phaneuf@hitthefloor.ca