



NATIONAL

Immediate Release

The Big Issue becomes media partners for Dance Challenge™ 2008

The Big Issue have announced that they are now media partners for Dance Challenge 2008. Billed as one of the country's no.1 dance competitions, Dance Challenge™ 2008 is set to storm the stages of London this summer. Dance Challenge™ is a unique dance competition for young people from across the Capital to showcase their talents, getting them to choreograph and present their very own work and battle it out for the chance to be crowned Dance Challenge champions™.

With knife crime and violence on the top of the agenda at all levels, this event allows young people to grab the limelight for all the right reasons. Tomorr Kokona, Dance Challenge's Artistic Director, said "the competition is truly inspiring and allows young people to not only focus on something creative and positive, but also step away from the negative images which are portrayed of them on a daily basis. Many of last year's participants have now gone on to follow their dreams of being dancers, which shows the true success of the event."

In its fourth year now, Dance Challenge™ is getting bigger and better every time. The Big Issue issued a statement saying "since it's birth 17 years ago, The Big Issue has been providing constructive solutions to social problems and helping individuals to transform their lives, while giving cutting-edge arts and current affairs coverage. Vendors buy the magazine for 70p and sell it for £1.50. The independence gained and support we give builds self-esteem and self-responsibility allowing homeless people to make real change from people's small-change.

We support the inspiring work of Dance Challenge™ and of the opportunities it gives to the young people involved, many of whom face challenges in their lives but tackle them with positivity and creative self-expression."

The events are on 25th June, 8th July and 18th July. So, don't miss out on your opportunity to be part of it. Registration is OPEN and tickets are on sale NOW!

For more information about participating or watching Dance Challenge™ visit www.dancechallenge.co.uk, email dance@dancechallenge.co.uk or call 020 7433 0515.

Alternatively, for all media enquiries, contact Elisha Yuen on 0208 736 0934 or email: elisha@bluecrushcommunications.com

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