



FOR IMMEDIATE RELEASE

An 8th edition for one of the most important multi-style dance competitions in the world!

Lévis, May 2nd, 2018 - The most important edition so far of Hit The Floor Lévis will be held from May 17th to 21st at the Lévis Convention and exhibition Centre. More than 20,000 spectators and 4,000 dancers from a hundred different dance schools will come to Lévis to participate in the world-class dance event! Hit The Floor, the biggest event in the city of Lévis, offers once again this year an impressive program that will be appealing to everyone.

The event is open to all and passes to attend the 5 days of competitions will be on sale on site at a cost of \$ 20.

"Hit The Floor is a huge pride for us! It is the event that generates the most economic spin-offs in Lévis and offers the greatest visibility across borders. The city has just signed a new five-year agreement with the organization to make the event a must-do in Lévis. Dance is an increasingly popular discipline among young people, and I'm glad they can dream big when they see the Hit The Floor artists at work!", said Mr. Gilles Lehouillier, Mayor of Lévis.

Of around 100 participating dance schools, more than 80% are from outside of the Quebec City region and the Chaudière-Appalaches region, thus offering a good participation of the local, provincial and national population. The event attracts visitors from across the country and the world with an impressive 62% of tourists. The constant development of Hit The Floor Lévis is possible thanks to the financial participation of valuable partners such as the City of Lévis and the Government of Quebec thus allowing the perpetuity of the event.

"The Lévis event is complete - for the participating dancers - since October 24th, just a few weeks after the start of registrations - we have never seen this before! We are extremely excited to welcome all the dancers and the general public during a full week that will be memorable for all!", said Nicolas Bégin, director and founder of the event.

WORLD-CLASS JUDGES

Artists who each have incredible expertise will compose the panel of judges specialized in technical dance. Geneviève Dorion-Coupal, notably known for her talents as a director and choreographer on *La Voix*, for Cirque du Soleil's *LOVE* and *CRYSTAL* shows, as well as for Véronique DiCaire and Céline Dion's shows. Cora Kozaris, extraordinary choreographer from Toronto has been involved in many projects such as *Fashion Arts Toronto*, *MAC Viva Glam*, Disney's *Zombies* movie and Nickelodeon's *Make it Pop* TV show, as well as Alex Wong, who have appeared on many TV shows such as *So You Think You Can Dance*, *The Ellen Show* and *The Voice* will complete this panel of technical judges.

The panel of judges specialized in urban dance will be composed of three world-renowned artists in the dance industry. Arnel Calvario, founder of *Kaba Modern* and a member of the popular *KINJAZ* crew, Jun Quemado, a member of *Mos Wanted Crew* that has distinguished himself as choreographer for *Culture Shock*, *Future Shock* and *TK Spin Masters of Movement* as well Handy Yacinthe - commonly known as Monsta Pop - one of the ambassadors of the local and international popping scene. He has participated in many projects, among others, with his involvement in Cirque du Soleil's *45 degrees* show, *Juste Pour Rire*, *Moment Factory* and *Step Up 5*.

A BREATHTAKING SHOW THAT IS ALREADY COMPLETE

All of the tickets for the popular *All-Stars Showcase* sold in just a few hours on April 24th. The production will feature performances by international artists, judges of the event, as well as the best talents of the competition! The *immaBEAST* crew from Los Angeles will present a breathtaking world premiere number!

The champions of the 2017 Lévis event, the *KRANKYD* crew of *Académie de danse Propulsion*, and the champions of the 2018 events in Gatineau and Toronto, respectively *The Young Cast* of the *District.Mao* studio and *TRIGGERZ* of *Louise Lapierre Danse* school will present their routine alongside the competition's favorite performances in order to win the prestigious \$ 10,000 scholarship offered by the City of Lévis.

Note that a hip hop workshop is also offered to dancers on Saturday, May 19, at 8:00 am. The workshop will be taught by two internationally renowned choreographers: WilldaBeast Adams and Janelle Ginestra. All details at hitthefloor.ca.

ABOUT HIT THE FLOOR

Created by Nicolas Bégin, a professional dancer and entrepreneur, Hit The Floor is the reference in Quebec and Canada for multi-style dance events. The mission of the event; contribute to the development of the dance community worldwide. Since its creation in 2011, Hit The Floor has collaborated with more than 10 countries thanks to the participation of internationally renowned artists and the involvement of the dancers of the competition. Hit The Floor also welcomed **more than 146,000 spectators** and **34,500 dancers** from **963 dance schools**, which featured **nearly 9,253 routines** during the competitions.

Hit The Floor is now proudly considered as a world-class dance event followed by thousands of faithful followers around the world: **more than 605,000 subscribers on its Facebook page**, **more than 130,000 subscribers on its Instagram feed** and **more than 22 million views on its YouTube channel**.

**An event open to all! Tickets available on site:
13 years and more: \$ 20 to access 5 full days of competitions!
12 years and under: Free!**

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Hit The Floor

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