



PRESS RELEASE
For Immediate Publication

Hit The Floor 2019 **Gatineau Has Shined Throughout Dance For a 6th Time!**

Gatineau-Ottawa, March 18, 2019 – The sixth edition of the Hit The Floor world-class dance event ended last night at the Casino du Lac-Leamy Convention Centre. Once again, Hit The Floor has definitely beat an attendance record and promoted the city of Gatineau through dance! During four days, more than 13,000 unique visitors enjoyed 875 routines presented on the Hit The Floor stage. Among 3,000 dancers, cash prizes and scholarships – valued at more than \$ 15,000 – were given to the dancers who stood out the most during the competition.

“I thank the organization for giving young and eldest people the urge to move and keep in shape! Thank you for positioning Gatineau on the map of event tourism, as an unmissable destination for dance fans” said Maxime Pedneaud-Jobin, mayor of Gatineau.

Since its creation in 2010, Hit The Floor had collaborated with more than 15 countries thanks to the participation of world-renowned artists and the dancer’s implication to the event. Hit The Floor welcomed more than 176,500 spectators and 41,500 dancers from 1,123 dance studios which presented about 11,190 performances throughout the competitions.

The *REMEMBER* Thematic Day: A Positive Response to Innovation

For the first time ever, the Hit The Floor organization added a thematic day to the Gatineau event schedule. The *REMEMBER* experience presented by the Ministry of Tourism (Tourisme Québec) was a real success! During that day, the visitors were able to enjoy dance through the ages with some activities, animations and contests on site. Finally, this special day ended beautifully with the presentation of a breathtaking 2-hour dance show. The performances in the All-Stars Showcase were placed under a specific artistic direction to offer spectators a complete *REMEMBER* experience.

As mentioned by Nicolas Bégin, director and founder of Hit The Floor, “the addition of this new experience to the Gatineau event was sort of a test. We are very proud that it has been successful, more than what we were expecting! Maybe this innovation will be renewed in the future, and who knows, on a larger scale!”.

The All-Stars Showcase: One of the Biggest International Dance Shows

On Saturday night, the All-Stars Showcase ended the *REMEMBER* program in an amazing way. About 75 Canadian and international artists thrilled the sold-out house of 1,300 spectators!

An opening number choreographed by Ricky Saint-Jusna and placed under the theme of Charleston with a touch of Elvis Presley and Gene Kelly brilliantly settled the tone for the All-Stars Showcase and introduce various performances. Choreo Cookies, a 25-dancer crew from San Diego, stormed the All-Stars Showcase stage with a world premiere hip hop performance. The talented duo of young dancers Jaxon Willard and Carter Williams went through the 1990s with a very moving performance. Finally, the world-renowned American crew Embodiment The Collective presented the last number of the night: *Overthinker*.

After this tribute to the most popular music artists who revolutionized the world of dance, the spectators left the show full of nostalgia!

And the 2019 Champions Are...

It's also during the All-Stars Showcase that the 8 top picks selected by the judges throughout the competition had the opportunity to dance a second and last time on stage to get the chance to win one of the three cash prizes, and ultimately become the grand champions of the All-Stars Showcase. The defending champions of 2018 edition, *The Young Cast* from District.Mao of Lévis, gave up their title to the Seem So Far crew from the Studio Shake of Blainville! The Conversion crew from District 5 of Trois-Rivières and *The Young Cast* respectively finished 2nd and 3rd positions in the All-Stars Showcase. In addition of the runner up title, the Conversion crew also went on to a \$ 1,500 scholarship from the Broadway Dance Center in New York.

Let's mention that the Hit The Floor tour will stop in Toronto from April 25 to 28 and in the city of Lévis, on the South Shore of Quebec city, from May 15 to 20. All details at hitthefloor.ca.

About Hit The Floor

Created in 2010 by the dancer and entrepreneur Nicolas Bégin, which we had seen him perform through the popular American TV shows *So You Think You Can Dance Canada* and *America's Best Dance Crew*, Hit The Floor has flourished over the years and is now considered as a world-class event. In addition to the All-Stars Showcase, a unique dance show featuring world-renowned artists, Hit The Floor presents one of the world's largest multi-style dance competitions and brings together more than 45,000 participants annually! The Hit The Floor Tour travels to three Canadian cities for 14 days and offers unique activities! The mission of the event; contribute to the development of the dance community worldwide.

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