

TEAM CANADA DANCE “Press Release” Information

***One person from each area will be assigned to be the PRESS SPOKESMAN so that all dancers in the area can be included and multiple stories are being submitted. If you would like this position, please let us know*

Local reporters and TV interviewers will have their own questions and unique styles, however, there are several points that must be included in our Team Press Releases:

- 1) You are part of TEAM CANADA DANCE which is the official World Championship Dance Team representing dancers from across Canada
- 2) The Championships we attend are sanctioned by the International Dance Organization (IDO). More information can be found on their website www.ido-dance.com
- 3) Include the name of your choreographer(s)
- 4) Include the Team Canada Dance website www.teamcanadadance.ca
- 5) You are attending TWO World Championships that occur consecutively at the same location in Ossa, Poland– the IDO World Ballet & Jazz Championships this November 30 – December 4, 2020 and the IDO World Modern & Contemporary Championships this December 5 – December 9, 2020.
- 6) **Include the names of all dancers in your area that will be participating on your 2020 BJMC team!** There will be 2 groups representing Canada: one from Ontario and the other from Alberta – but we are all ONE TEAM!

change the **RED text in the sample letter to add your own information*

2020 World Championships Team Canada Dance will be attending:

IDO World Dance Challenge

July 25 – August 1, Monterrey, Mexico

IDO World Street Dance Show Championships

October 15-19, Marina di Carrara MS, Italy

IDO World Hip Hop, Breakdance, and Electric Boogie Championships

October 21-25, Marina di Carrara MS, Italy

IDO World Acrobatic Dance Championships

October 23-25, St. Petersburg, Russia

IDO World Showdance Cup

November 18-21, Riesa, Germany

IDO World Tap Championships

November 24-28, Riesa Germany

IDO World Ballet & Jazz Championships

November 30 – December 4, Rawa Mazowiecka (near Warsaw), Poland

IDO World Modern/Contemporary Championships

December 5-9, Rawa Mazowiecka (near Warsaw), Poland

Sample Press Release:

Several local dancers have auditioned and been accepted to be a part of the largest and most prestigious dance team in all of Canada which will attend the IDO World Ballet & Jazz Championships, November 30-December 4, 2020 and the IDO World Modern/Contemporary Championships, December 5-9, 2020, both near Warsaw, Poland. There are two groups of dancers representing Canada, one from Ontario and the other from Alberta – but we are all ONE TEAM!

The International Dance Organization (IDO) has over 250,000 member dancers from 6 continents. This exciting world championship is considered the “Olympics of Dance”, with only one Gold, Silver, and Bronze medal awarded for each division. The top three medalists stand proudly on the podium as their flags are raised and the winning National Anthem is played. It is incredibly emotional to see their hard work rewarded in such a fashion!

The National Director of Team Canada Dance, Bonnie Dyer, comments “Canada has been quite successful in all dance disciplines at the World Championships and this is mainly due to the high standards of training that our local studios offer”. She continues, “It is also great to see the ‘best of the best’ in Canada, dancers from various studios, towns and provinces coming together onto one team with one goal – to represent Canada!”

*Selected to represent Canada this year is **put dancer name(s) here and where they train***

While many people are relaxing this summer, our very talented youth gladly spend their holidays and weekends to train for this exciting opportunity. Despite support from other countries around the globe for their dancers, here in Canada there is no government assistance for Team Canada Dance, so each member must raise their own funds to attend the competitions.

You can list your fundraising activities and how the public can help

The IDO is a member of The Association for International Sport for All (TAFISA) and also a contracted partner of EUSA that is associative partner with FISU. On the website www.ido-dance.com you will find more information on Dance Sport. IDO Vice-President and Sport Director Fiona Johnson-Kocjancic states that the “International Dance Organization promotes dancers as the true athletes that they are. In many of the European countries dance is considered a sport”. The IDO National member organizations that are recognized by the National Olympic Committees in Europe receive yearly money grants for every solo and duo/couple who place Gold, Silver and Bronze in the Adult categories at the IDO World Championships. Dancers are also entitled to governmental money grants, scholarships, paid health insurance, physiotherapists, and body conditioning classes. It is unfortunate that Canada still does not recognize our dancers as the athletes they are when they compete at world level competitions. These athletes train for many hours per day, some up to 7 days a week! Our dancers must fundraise and seek sponsorship on their own to cover the cost to attend these competitions.

We hope that you will help support these young people that will proudly represent your community as well as Canada at the World Championships. They are true ambassadors!

For more information on Team Canada Dance, please visit www.teamcanadadance.ca

Pictures of the dancers are also very good!