

PRESS RELEASE

For immediate release

04.04.22



#GetDancing!

**Social dance launches across Blackpool with exciting new film and FREE
Easter workshops**

A new, social dance movement is taking Blackpool by storm and residents are being encouraged to get involved.

On 8 April 2022, Blackpool's museum of fun and entertainment, Showtown will join Blackpool based arts programme LeftCoast and local dance company House of Wingz in launching their Get Dancing film, The Blackpool Way.

The film will be available to view online (www.getdancing.uk) with free, in-person workshops to follow at the HoundsHill Shopping Centre on 13 April.

Get Dancing emerged out of the last two years as an antidote to the pandemic and now the public will be able to enjoy the final result.

The film features 15-year-old Blake Rainey as the main character, who dances through the town, showcasing the very best of Blackpool, its history of dance and the people who live there.

Throughout the six-minute spectacle, Blake and his fellow local cast members perform the town's new social dance, the Blackpool Way – which was choreographed by House of Wingz's Artistic Directors, Aishley and Sam Bell-Docherty.

During lockdown, Showtown, LeftCoast and House of Wingz put a call out on social media asking people to create their own movement to Blackpool's new song The Blackpool Way, created by Leeds-based composer, Callum Harvie.

Aishley and Sam then carefully crafted a brand new routine inspired by the submissions – featuring moves like 'Spot the Seagull', 'The Seaside Strut' and 'The Windy Walk'.

A series of dance tutorials are available online (www.getdancing.uk) where people can follow along and learn the Blackpool Way from the comfort of their own home. On the 13 April, there will also be in-person workshops held by House of Wingz, at Blackpool's HoundsHill Shopping Centre, where both adults and children can learn the new routine (children must be supervised by a responsible adult at all times).

The workshops will be half an hour long at the following times:

- 11.00am to 11.30am
- 11.30am to 12.00pm
- 12.00pm to 12.30pm
- 2.00pm to 2.30pm
- 2.30pm to 3.00pm

Once people have learned the Blackpool Way and have taken part in a Get Dancing workshop, they will then have the opportunity to perform in a flash mob in the HoundsHill Shopping Centre, in front of the old Debenhams store. The performances will take place at:

- 1.00pm to 1.20pm
- 1.30pm to 1.50pm

A final performance will bring the day to a close at 3.00pm.

Aishley and Sam from House of Wingz said: “We really loved connecting with people digitally through the pandemic, but this is the moment we have really been waiting for. You can't beat being in a physical space with people, sharing in movement and energy.

“The dance is infectious and we are looking forward to finally seeing everyone dancing it together!”

LeftCoast’s Artistic Director Tina Redford said: “We are thrilled to share our Get Dancing film with both residents and visitors alike. We hope it makes people feel proud to live here and excited to visit.

“We have had an amazing time so far, creating, filming and teaching the Blackpool Way. We’d love to see more people getting involved and joining in with the HoundsHill workshops this April.

“The Blackpool Way is not just a dance, it’s a movement and a joyous, colourful celebration of this fabulous town.”

Kerry Vasiliou from Showtown said: “This film and new dance is inspired by Blackpool’s long tradition of creating and sharing novelty dances with thousands of people in the town and on their holidays.

“It is fantastic to have involved so many people in the project so far, but we want more to join in, learn the dance, and share the love for Blackpool.”

For more information on Blackpool’s side-tickling, eye-popping, toe-tapping, mind-boggling museum of fun and entertainment visit www.showtownblackpool.co.uk

ENDS

For more information please contact Natalie Underwood, at Showtown Museum,
Natalie.Underwood@blackpool.gov.uk

NOTES TO EDITORS

1. Location

The workshops will take place at **Showtown’s Activity Hub** (HoundsHill Shopping Centre, 65 Victoria Street, Blackpool, FY1 4RJ - opposite Marks & Spencer Food Hall).

2. Press images

Images are available: <https://we.tl/t-XoN4nflcHu>

3. You’re invited!

Please respond to this email if you would like to come down to the HoundsHill Shopping Centre on the 13 April – interviews available on request.

4. About Showtown

Showtown is Blackpool’s side-tickling, eye-popping, toe-tapping, mind-boggling museum of fun and entertainment. Get up close with the entertainers who put Blackpool on the map – the comedians, dancers, acrobats, performers and larger-than-life characters who turned a seaside resort into the home of show business.

5. About LeftCoast

LeftCoast is a programme of arts, culture and creative activity happening across Blackpool and Wyre on the Fylde Coast. We aim to provide opportunities to experience high quality arts and culture that is accessible to all. We are all about creating amazing art on your doorstep. From Jaw-dropping spectacle to intimate experiences where you live.

6. About House of Wingz

House of Wingz Dance Company produce dance and movement work for theatre, festivals and events. Our aim is to make hip hop theatre that is relatable and relevant, reflects young voices and gives performers a platform to develop their creative energy whilst expressing their authentic self through dance training and theatrical performance.