



MEDIA RELEASE

BURN THE FLOOR SETS THE PALMS STAGE ALIGHT AT CROWN

Melbourne, Australia. March 2012. The Palms at Crown welcomes back dance sensation, Burn the Floor to wow audiences with a new generation twist to Ballroom and Latin dancing. A crowd favourite since 1999, Burn the Floor continually evolves the dynamic production to remain fresh and new. The mind-blowing internally renowned production launches Thursday 14 until Saturday 30 June.

Direct from record breaking seasons on the West End and Broadway, Jason Gilkison, the star Director of Burn the Floor is bringing his global Ballroom dancing phenomenon back to Australia. Starring 18 international championship dancers including *So you think you can Dance* Winner, Robbie Kmentoni and USA *So you think you can Dance* stars Karen Hauer and Janette Manrara.

'In all, the very heart of our show remains unchanged, and it is simply defined by the spirit of the dancers and their rebellious nature. It is their energy that helps us create new routines and segments to ensure whether it is the audiences first time or tenth time seeing the show it is always new and vibrant', says Jason Gilkison.

The on stage performance is so electric it has taken the troupe all over the world, selling over 3.5 million tickets in more than 30 countries across 161 cities. The touring pace and continual development of the show results in the team becoming like a family on the road. Heated creative input, on-road romance and dance fuelled drama brings the team together in an unbreakable connection that transcends the stage.

Producer Harley Medcalf was inspired to create this production over 15 years ago with the original idea of Burn the Floor being born from Elton John's 50th birthday party in 1997.

'In the midst of a glamorous costumed evening, the party in full swing, Sir Elton, the ultimate host, introduced 16 young energetic dancers who mesmerized the packed room with a 10 minute dance display', says Medcalf.

'The party was so full on, not even an earth quake could stop the action, in the midst of all the fervour, the rich and famous who had seen it all, out came these young dancers. Their performance was so electric and unexpected and it literally blew the room away', states Medcalf.

The concept has experienced challenges with economic rise and fall and geographical learning curves. The bond between the team meant these obstacles were met head on and success prevailed. 'It has become a place of fierce commitment, application and kinship for everyone involved' says Medcalf, who has been at the helm and takes pride in never losing sight of his goal.

Medcalf states, 'As a company, in just ten years we have created our own history and tradition, through the hard work, experience and absolute passion. This has certainly defined us as people and performers, and given all in the company strength to chase our dream'.

The dancers range in age from 18-30 years of age from all over the globe representing countries including England, Russia, Philippines, Australia, Italy, The United States of America, Peru, Germany, Venezuela and Malaysia.



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The back of house is as busy as the stage with 367 costumes and accessories and over 94 pairs of shoes being worn throughout the performance. It is thirsty work with 90 Litres of water consumed at every performance and the dancers rehearse and warm up for 2 hours before every performance. Featured Dances in the show include The Waltz, Cha Cha, Samba, Salsa, Rumba, Foxtrot, Quickstep, Mambo, Tango, Swing, Jive, Lindy Hop, Viennese Waltz and Paso Doble.

The current Burn the Floor Company has won more than 100 Championship Dance Titles including:

- The International Latin Championship (Albert Hall)
- The Open British Latin Championship (Blackpool)
- World Ten Dance Championship
- US Latin Championship
- Asia Pacific Championship
- Youth Modern International Championship.
- Australian Modern and Latin Championship
- Norwegian Latin Championship
- Swiss Latin Championship
- Belgium Latin Championship
- South Pacific Standard Championship

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For further information, including event and performance times, please visit

www.crownmelbourne.com.au

What:	Burn the Floor
Where:	The Palms at Crown
When:	Thursday 14 until Saturday 30 June.
Admission:	Ticket information www.crownmelbourne.com.au
Details:	www.crownmelbourne.com.au

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