



INTERNATIONAL
DANCE FESTIVAL
BIRMINGHAM 2010
SPONSORED BY BREWIN DOLPHIN

Dance in

The Heart of England
The West Midlands Region



Press Release

For release Monday 22 February

Local celebs dance themselves dizzy

To celebrate the nation's love of dancing, International Dance Festival Birmingham (IDFB) has challenged a number of local journalists and presenters to show off their twinkle toes as they take on the IDFB Dance Challenge.

Louisa James from ITV Central News, **Kate Lawler** from Kerrang! and **Satnam Rana** from Midlands Today are among those who have taken up the challenge – to learn to dance between now and the opening of the Festival on 19th April. Each participant has been given a particular style of dance to master, from ballet and tap dancing, to jazz, hip hop and contemporary.

Other participants include **Jodie Schofield** from Smooth Radio, **Fionnuala Bourke** from Birmingham Mail, **Paul Sargent**, a Divisional Director at IDFB's sponsor Brewin Dolphin and **Keith Gabriel** from financial PR agency Citigate Dewe Rogerson.

Today (Monday 22 February) the participants received clues about their individual dance style, before full details were revealed to them. Louisa James will be finding her inner swan with Ballet classes and Fionnuala Bourke will be learning some trendy moves in Club Jazz, while Paul Sargent will be learning to tap dance in his classes, all of which are run at the DanceXchange in Birmingham.

The budding dancers will have two months to become the next Ginger Rogers or Fred Astaire, and you can follow their progress on www.idfb.co.uk

Produced by DanceXchange and Birmingham Hippodrome, IDFB 2010 will see over 70 performances from some of the world's most outstanding companies and choreographers take place across Birmingham and the West Midlands. In addition to this, IDFB 2010 will host a number of free public participation events, allowing everyone to get involved.

The Festival will showcase over 25 companies from six continents, presenting a spectacular range of dance styles from ballet, ballroom and break-dancing to flamenco, contemporary and circus. It is one of the world's largest dance festivals and is funded by Advantage West Midlands, Arts Council England West Midlands and Birmingham City Council, with sponsorship from investment bankers Brewin Dolphin.

For more information on IDFB 2010 and the line-up, visit www.idfb.co.uk.

ENDS

Images available on request.

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Notes to Editors

- IDFB 2010 is produced by DanceXchange and Birmingham Hippodrome.
- DanceXchange (dx) is a powerhouse of dance with excellence, innovation, education and inclusion at its heart – and, together with Birmingham Hippodrome and Birmingham Royal Ballet, is part of the largest dance partnership in Britain. dx takes the best British dance to a worldwide stage, and brings outstanding talent from across the world to Birmingham. dx also engages people from all backgrounds in healthy dance activity, and nurtures gifted young people to help shape the dance artists of the future.
- Birmingham Hippodrome is the busiest single theatre in the UK, welcoming c500,000 paying visitors every year. It is unique in being the home of a classical ballet company, Birmingham Royal Ballet and a national dance development agency, DanceXchange. Birmingham Hippodrome sells more seats for dance than any other theatre outside London.
- IDFB 2010 is funded by Advantage West Midlands, Arts Council England West Midlands and Birmingham City Council. The corporate sponsor for the 2010 festival is Brewin Dolphin.
- Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands region – one of nine RDAs in England established to transform English regions through sustainable economic development. Advantage West Midlands takes the lead role in setting the strategy and focus for regional economic improvement; building the partnerships needed to achieve the region's vision; and ensuring that public money is targeted to those activities and projects best placed to make a real difference.
- Brewin Dolphin is one of the UK's largest independent private client investment managers. The stockbroking firm is supporting the event to further build a bridge between the city's thriving professional community and its innovative arts offering.
- Additional partners for the festival include media partner BBC WM and accommodations partner Crowne Plaza Birmingham.
- Venues hosting IDFB 2010 include Birmingham Hippodrome, Birmingham Repertory Theatre, The Patrick Centre, Town Hall Birmingham and Ikon Eastside, as well as a number of specialist and outdoor spaces.
- IDFB first took place in 2008 and generated almost 25,000 audience and participatory experiences.
- IDFB 2010 is working in partnership with the West Midlands Culture Programme for London 2012, along with a range of other exciting programmes including People Dancing, to celebrate and engage people with the region's world-class cultural offer. www.wmfor2012.com
- World Dance Day takes place during the festival on 29 April 2010

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