

PRESS RELEASE

Cape Town Hosts World Superdance Championships 26 and 27 September 2009

The Mother City is hosting one of the world's most spectacular dance events on the 2009 international dance calendar - the Superdance Championships.

This Latin American dance affair takes place at the Cape Town International Convention Centre (CTICC) on 26 and 27 September when a ballroom will be transformed into a magical backdrop complete with chandeliers and a Cinderella staircase.

"With South Africa firmly on the tourist map, and Cape Town voted as Africa's top destination for two years in a row, it seems fitting that the city joins the list of other exotic host cities, including Buenos Aires, London, Paris and Tokyo," says Anna Smart, director of World Promotions, a US based company known for staging World Class dance events. World Promotions is the event organisers of the spectacular Superdance Championships.

According to the World Dance Council* in London, Ballroom dance enjoys an unprecedented surge in popularity with some 18 Million people - yes you read it right - going dancing every week.

On the two event days, aspiring South African amateur dancers will try their hand at competing against like-minded hobbyists from afar during the days, and then in the evenings the very best of the best will perform including leading superstars of dance, National and World Champions from around the globe. They will compete with performances that will astound even the most die-hard, non terpsichorean.

The superstars of the Ballroom Dance World are:

- Russian Champions: Slavic Kryklyvvy & Anna Melnikova
- Chinese Champions: Danny Liang Zhou & Vivian Xue Gao
- World Showdance Champions from Canada: Andre & Natalie Paramonov
- Moldovian Champions; Dorin Frecatanu & Roselina Doneva
- US Champions: Eric Luna and Georgia Ambarian
- South Africans: Craig Smith & Natalie Wolfe.

These dancers use the rhythms of Cha Cha, Rumba, Jive, Paso Doble, Samba to perform breathtaking movements that simply defy the body's natural abilities. Anna Smart sums it up... "This is not something you watch, it's something you experience".

For further details of the event please visit www.worldsuperdance.com or contact Melissa Fredericks, publicist at e.tv on 021 481 4634 or email: melissa.fredericks@etv.co.za

Footnote

* The World Dance Council is based in London, England. It is the acknowledged Authority on Dance Sport and Championship Ballroom Dancing. The Council has administered the World Dance Championships since 1950, and today has 64 member countries. It is a member of UNESCO.