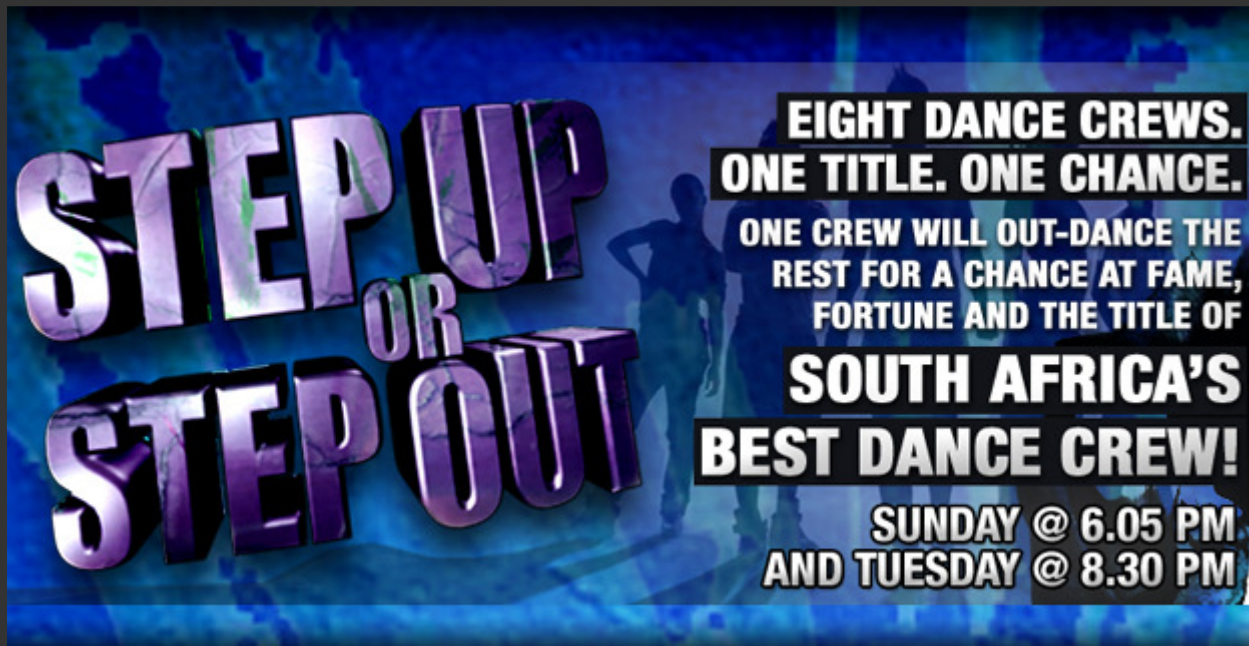


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e.tv Media Release  
Tuesday, 22 March 2011



e.tv searches for South Africa's top dance crew in an explosive new street dance reality show – **STEP UP OR STEP OUT**

TX: Sunday 8 May at 6.05PM and Tuesday 10 May at 8PM

Pop, drop and roll as e.tv brings the latest street dance reality show - Step Up Or Step Out. The exhilarating Step Up or Step Out spins onto screens on Sunday 8 May at 6.05PM and Step Up Or Step Out Flipside on Tuesday 10 May at 8.30PM.

Produced by Endemol, the show will feature the hottest dance crews in the country, all competing for a grand prize.

Step Up Or Step Out will follow the journey of 8 street dance crews from across South Africa as they take on the greatest challenge: to execute Mzansi's most thrilling dance routines to avoid elimination and dance their way to the top. The various dance styles to be included in the show are hip-hop (including krumping, voguing, popping, locking, etc), sbugwa, kwaito, pantsula, and many more.



In the world of backstreet dancing, the toughest and most dogged performers always come out on top, and Step Up Or Step Out will test the limits of these performances and push the envelope right off the table.

“e.tv is excited to launch a show of this genre, a first for South African television,” says Monde Twala, e.tv’s head of channel. “Step Up Or Step Out gives any South African dance crew a chance to show off their dancing talent, from hip hop, popping, to freestyle and more. e.tv and Endemol will be travelling to Cape Town, Durban and Johannesburg to find the best South African street dance talent, so don’t miss out on the auditions. Witness dreams in the making.”

Marie Rosholt, executive producer for Endemol SA says: “Step Up Or Step Out combines exciting entertainment with the gritty reality of a dance competition, pitting street dance crews against each other to discover the best talent in Mzansi.”

## **Auditions**

e.tv invites all South African dance crews (3-5 members) who are 18 years and older to audition on the following days:

- Joburg: Saturday 2nd and Sunday 3rd April 2011
- Cape Town: Saturday 9th and Sunday 10th April 2011
- Durban: Saturday 16th and Sunday 17th April 2011

Audition venues to be announced shortly.

Judges and host information coming soon.

Ends/

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## **About Endemol**

Endemol South Africa was established in 1996 as a result of a merger between local producers, Toron, IFC and Dapple Films, and was then wholly-owned by Endemol International. In 1999, KMMR, a black empowerment company, bought 33%.

Endemol South Africa has been behind some of the biggest local productions and established offices in Nairobi in 2006. Endemol South Africa’s extensive production offering includes post-production, non-scripted programmes, participation television, branded entertainment, worldwide distribution, digital entertainment and scripted programmes.

For more information visit [www.endemol.co.za](http://www.endemol.co.za).

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