

MEDIA OPPORTUNITY / PHOTO CALL

LIVERPOOL LAUNCHES LINDY HOP CHALLENGE



WHAT: Liverpool is celebrating its links with New York by challenging people of all ages in Merseyside to take part in a massive Lindy Hop dance by the Mersey on Sunday, August 8.

Developed in 'the Big Apple' in the 1920s, Liverpool is putting its own twist on the dance for the second instalment of this summer's On The Waterfront Festival (August 6-8) at the world famous Pier Head.

And one lucky couple could find themselves hopping on to the Orient Express courtesy of a face in the crowd competition.

The dance theme of the second weekend of On The Waterfront celebrates Liverpool's Year of Health and Wellbeing and LEAP's Year of Dance, and will also be a showcase the very best of international outdoor dance.

In 2009 Liverpool celebrated its links with New York at the inaugural festival with a special screening of the Oscar winning classic – On The Waterfront.

WHO: Liverpool's Lord Mayor Councillor Hazel Williams will be joined by teenage dancers from Liverpool Theatre School dressed in fluorescent spotted skirts, and matching accessories and jitterbuggers of 40 years Frank and Jean Jenkison to launch Liverpool's Lindy Hop Challenge.

WHERE: Pier Head, Liverpool – in front of Liver Buildings.

WHEN: 12 noon, Wednesday, July 28

For interview requests for the Lindy Hop Challenge launch please telephone Chantal Barton on 0781 455 7487.

Free images can be emailed from Liverpool City Council News Centre from Thursday, July 29. For more information please call Michael Doran, Liverpool City Council News Officer, on 0151 225 2227 or 0780 145 3918.

ON THE WATERFRONT INFORMATION:

For the weekend of 6 to 8 August Liverpool will showcase the very best of international outdoor dance at the second instalment of the On The Waterfront festival.

The festival includes astonishing airborne shows from world-famous Argentinean aerial company Voala, as well as amazing water based choreography and whirling dervish performances. Voala's spectacular night time show will run on Friday and Saturday night at the Pier Head from 9.15 to 10pm.

The excitement continues all weekend with music, live street theatre and dance performances and workshops from a host of acclaimed international dance groups artists such as Senza Tempo of Spain and Prodigal Theatre and Gravity Style of France as well as Merseyside's own Wired Aerial Theatre and Dynamix.

The festival ends with a lavish and extrovert Tea Dance, complete with Glen Miller Tribute Orchestra. And visitors can take part in the world's biggest Lindy Hop display, with a prize on the world-famous Orient Express up for grabs!

The On The Waterfront programme, funded by the European Union, is being produced by Culture Liverpool for Liverpool city council, in partnership with Walk The Plank.

For more information, visit www.liverpoolonthewaterfront.co.uk

LINDY HOP ON TO THE ORIENT EXPRESS:

Visitors who join in the world's biggest Lindy Hop dance on Sunday 8 August will be photographed by the Liverpool Daily Post and Echo. When the picture appears in the paper, the person circled as 'the face in the crowd' will win a return day trip from Liverpool for two people on the Orient Express Northern Belle. The Northern Belle is a celebration of British heritage and craftsmanship that captures the luxury of the great Belle trains of the 1930s. The prize, worth £400 includes a delightful feast, accompanied by the finest wines and champagnes, aboard your unique Northern Belle carriage. www.orient-express.com

NOTES TO EDITORS:

Culture Liverpool is a Liverpool City Council Business Unit which funds and delivers culture and events in the city and manages international relations. Its aim is to help Liverpool build on the success of '08 by creating a dynamic programme that reflects the character and creativity of the city, placing citizens at its heart. Liverpool's European Capital of Culture programme featured more than 7,000 events, 10,000 artists and over 60 world or European premieres. The year helped generate £800m boost to the regional economy, attracting 3.5million first time visitors to the city. For more information visit www.liverpool.gov.uk/culture

Walk the Plank is a creative force of artists and event engineers who specialise in weaving together visual images, fire, fireworks and music to create outdoor performance and specially-commissioned events. The company works across a variety of scales, from intimate installations to large-scale theatre designed for thousands. Through touring performances and tailored site-specific commissions, their events connect people with places, and celebrate special occasions. The company worked on both the People's Opening and the Transition (Closing) for Liverpool's Capital of Culture celebrations, and has just been commissioned to create the Opening show for Turk 2011, European Capital of Culture in Finland. www.walktheplank.co.uk

Liverpool's On the Waterfront has been made possible due to funding support from the European Regional Development Fund.

Liverpool Theatre School is in its 71st year and over the years has taught performers such as Sam Kane, Danny McCall and Les Dennis. Patrons are Wayne Sleep, Anita Dobson, Jane MacDonald and Claire Sweeney. www.liverpooltheatreschool.co.uk

About 2010 Year of Health and Wellbeing:

The 2010 Year of Health and Wellbeing aims to engage individuals and groups in thought and action to improve health and wellbeing, by integrating the work of public, third and private sectors at a neighbourhood level.

It provides an opportunity to not only communicate the importance of health and wellbeing to the people of Liverpool, but also to promote the benefits of a healthy, active lifestyle and present a wide range of accessible activities to get involved in.

This year is about raising the importance of good health and wellbeing for everyone in Liverpool and the City Region – public bodies, businesses, communities and individuals. The framework being used to structure 2010 is the Five Ways to Wellbeing – an evidence based equivalent to 5 fruit and vegetables a day. The evidence shows that if we build actions from the Five Ways into our day, then we could add 7.5 years to life.

The Five Ways to Wellbeing are:

- Connect
- Be Active
- Take Notice
- Keep Learning
- Give

Further information on the 2010 Year of Health and Wellbeing is available from the website: www.2010healthandwellbeing.org.uk