

FOR IMMEDIATE RELEASE

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TONI'S DANCE COMPANY



TDC Dancers representing the Hip Hop Dance Team, DETROIT ALL-STAR DANCERS



CEO, Toni Webb (seated) with Kelvin Washington, PR Director and Regina Webb, HR Director

Detroit, MI -Toni's Dance Company, Inc. (TDC), a professional dance agency incorporated in 2005, is on a mission to create opportunities for aspiring dancers in Detroit. TDC will hold its **National Dance Week® Motor City Celebration** April 28 – April 29, 2007 in Downtown Detroit. TDC was selected to represent the State of Michigan by the National Dance Week® organization; therefore, the company is lobbying to obtain recognition for a NATIONAL DANCE WEEK in the U.S. Co-sponsors and community partners for this fundraiser event include: *Radio One - Hot 102.7; Darrin's Dance Grooves 2; Sheraton Hotel Downtown Detroit; Detroit Pistons; My TV20; Ear Full Productions; Be Discovered-Toronto; Olympia Entertainment; and Oasis Charity*. The vision for this event is tri-fold: to pay tribute to Detroit's strong representation of dance; to fight against obesity and related diseases; to serve as a leader in creating national recognition of the art of dance in America.

Saturday events for **National Dance Week® Motor City Celebration** will include public dance workshops at the Courtyard Marriott Detroit Downtown, and will be instructed by celebrity choreographers. Workshops include: Ballroom, Swing, Tap, Salsa, Modern, Break dance and much more. "Divas of Dance" Choreographer, MARYSS, will be featured from *Be Discovered-Toronto*, which includes two hip hop dance workshops and industry chats with professional dancers and talent scouts, open to all dance levels ages 7 to adult. MTV Award-Winning Choreographer and Acclaimed Actor from the hit movie, *Stomp the Yard*, DARRIN HENSON, will

instruct a master hip hop class for dancers ages 13 to adult. Selected individual dancers from the workshops will have the opportunity to perform choreography taught at workshops as a Special Feature at the concert the following day. There are limited spots available. Registration begins Friday, March 30, 2007 at www.tonisdancecompany.com.

Sunday events will include a public dance concert benefit at City Theater inside Hockeytown, featuring Detroit's most talented dancers from various dance studios, dance teams, and local colleges/universities. Tickets go on sale Friday, March 30, 2007 at all Ticketmaster locations. Proceeds from ticket sales will be donated to the National Dance Week© organization and dance scholarship giveaways.

TDC aims to bridge the gaps that exist within the city's small, but widespread dance community today, where so much talent exists but is underrepresented.

CEO and Founder, Toni Webb, says, "Detroit possesses such a rich culture in the arts, namely in dance; so at TDC, we strive to promote that culture in efforts to gain recognition, as well as appreciation of the art form. In each dancer we represent at TDC, we help cultivate their talent, educate them on the professional dance industry, offer them networking opportunities, and create opportunities for them to perform their talent. This is the reason for TDC's **Motor City Celebration**--We want to offer other dancers these same opportunities, while celebrating dance with unity, and educating others on the physical benefits of dance."

Webb started Toni's Dance Company, Inc. after college when she found she no longer had an outlet for dancing in her hometown. Having danced since she was a child in several dance studios, school curriculums and extracurricular teams, she later set a goal to start a dance company that would offer opportunities for seasoned dancers in Detroit, rather than forcing them to relocate to other cities for the same opportunities.

TDC Dancers have already graced several stages with performances in many high-caliber events in Detroit including: Superbowl XL Pre-game Show, Superbowl XL Half-time Show, Karmanos Breast Cancer Foundation fundraiser, Fireball 2006, RIZE Bounce to the Beat Dance Competition (1st Place Winners), And 1 Mixtape Tour, Campus Martius Family Fun Day, recording artist backup dance and choreography, and much more. The dancers are also contracted with the 21st Century After-School Program in Detroit where they instruct junior high students in dance. Look out for this new up-and-coming dance agency this summer.

Toni's Dance Company is a professional dance agency that provides dance education and instruction within the community, as well as entertainment for various events throughout Detroit and beyond including: Corporate events, weddings, recording artist backup, fashion shows, commercials, film/TV, videos, plays, sports events, concerts and more. For booking info or auditions, contact TDC at (248) 320-8479 or visit www.tonisdancecompany.com.

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