

# WINTER GARDENS

## BLACKPOOL

September 2009

### **A slow waltz to the Winter Gardens**

The Junior Dance Festival which attracts over 1,100 dancers from 31 countries is to be moved to the Winter Gardens for 2010 due to its ongoing success and following a surge in the number of competitors over recent years.

The festival, which started in 1957, has gone from strength to strength and for 52 years has taken place in the Blackpool Tower Ballroom. In April 2010 it will take up residence in its new home the Empress Ballroom in the Winter Gardens complex.

The festival, which is estimated to bring over £2 million to the town ahead of the main season, will take place from Easter Monday and features dancers aged 6 to 15 from all over the world.

"After the 52 years that the Blackpool Junior Dance Festival has been held in the world-famous Tower Ballroom I was delighted to learn that these open to the World dance competitions and championships are to move to the most famous ballroom in the world, The Empress Ballroom of Blackpool's Winter Gardens," said Bryan Allen, President of the British Dance Council.

He continues, "This will give the world's best under 16 years competitors, like their older counterparts, the opportunity of presenting their fabulous skills in the unique setting, the setting where all the greatest champions of the past have made their mark and secured their place in dance history.

"I feel certain that all the competitors, families and friends who will be attending the 2010 Blackpool Junior Festival will be absolutely delighted with this change."

Michael Williams, Leisure Parcs Operations Director said: "This is a win win for us. It's great that the festival continues to attract a huge number of competitors each year

firmly establishing it as one of our premier events in the calendar. The space and layout of the Winter Gardens lends itself perfectly to the various elements of the festival, it will help to increase capacity and also demonstrates our future commitment to Ballroom Dancing."

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