

MEDIA RELEASE | FOR IMMEDIATE RELEASE



Don't be late for a very important date, hop into the Alice Project with Ausdance Victoria

On **Wednesday 28th August 2013**, Ausdance Victoria will launch The Alice Project, a major dance event based on the themes and characters of Alice in Wonderland. Delivered during 2013 and 2014, the program is designed to get regional Victorians moving.

Inclusive, active, exciting, colourful, quirky and fun, The Alice Project invites young and old, active and inactive people to get moving in a fun, free and non-judgmental way. As an 'arts on tour' program and community celebration, its goal is to activate and involve communities, to inspire curiosity and create a new found love of movement.

These events, which kick off with an exciting, colour-filled launch for media, project partners and the public on Wednesday, will visit Glenelg, Latrobe and East Gippsland.

Dr Katrina Rank, the Alice Project Creative Director at Ausdance Victoria, said: "The Alice Project provides free, vibrant, and unique ways to get people moving together. We don't care how well you dance; it's all about taking part, no matter your location, situation, age or physical ability."

"Come and join the Alice Party at our launch - Hear what the Alice Project entails, join in on party games, drink tea, make a mad hatters hat, follow the footsteps and learn the Lobster Quadrille dance."

VicHealth CEO Jerril Rechter added: "The health benefits of taking part in dance are enormous. We know that taking part in arts activity is a great way to improve physical and mental health and wellbeing. Moving to great music provides us with a creative outlet, an immediate physical workout and is incredibly good fun. It's also a great way to make new friends."

The Alice Project is funded by VicHealth's MOTION program to get Victorians moving through art. It involves partnerships between Ausdance Victoria, VicHealth, local councils, libraries and local community groups across three municipalities: Glenelg Shire (2013), Latrobe City and East Gippsland Shire (2014).

Details of the launch of the Alice Party: media and the general public welcome

DATE: Wednesday 28th August 2013

TIME: 2pm to 4pm, followed by afternoon tea

VENUE: Footscray Community Arts Centre, 45 Moreland St, Footscray

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Media enquiries: Katrina Rank, Alice Project Creative Director, Ausdance Victoria – 03 9689 2055/ 0416 383 865

The Alice Project has four main chapters in the Alice adventure:

Down the Rabbit Hole

“If I had a world of my own, everything would be nonsense” said Alice.
 Follow the white rabbit and discover the world of Alice – a world full of surprises!
 Ausdance Victoria will run lots of free, dance story time sessions for two to five-year-olds and their carers/parents in local libraries with games and activities based on Alice and her crazy adventures. Children will grow to monstrous proportions and shrink to the size of a pea, leap across the roof of toadstools and play croquet.

A Mad Hatters Tea Party!

“There is a place. Like no place on Earth. A land full of wonder, mystery, and danger! Some say to survive it: You need to be as mad as a hatter!”
 Pop on your hat, don your dancing shoes and bring your friends to Ausdance Victoria’s FREE mad hatter tea parties. We will run multiple free mad hatter tea parties in each municipality for all-ages and abilities. Ausdance Victoria Hatters will lead this extraordinary un-birthday event, with outrageously large teapots, ridiculous hats and party games for kids of all ages.

Follow the Footsteps

*“It doesn’t matter which way you go,’ said the Cat.
 ‘So long as I get somewhere,’ Alice added as an explanation.
 ‘Oh, you’re sure to do that,’ said the Cat, ‘if you only walk long enough’ ”*

In the spirit of not minding where our footsteps lead us, Ausdance Victoria and volunteers will create an installation of footsteps. Appearing and disappearing on pavements, they will create a journey of 2,500 steps ranging from normal walking patterns, long strides, wide legged walks, straight lines, circles and zig zags, waltz, cha cha and samba. You can participate at your own leisure and develop confidence in basic movement in your own time.

The Lobster Quadrille

“Will you, won’t you, will you, won’t you, will you, won’t you, join the dance?”
 Connecting with local community festivals, participants will join a local brass band playing a cool bossa nova and dive into an ‘on masse’ infectious dance from *Alice in Wonderland*. It will no doubt compel your feet to tap and your body to dance!

This is just a start. Ausdance Victoria will help keep the spirit of Alice alive in communities by placing multiple resources such as ‘how to’ videos and music online for all to use.

W: ausdancevic.org.au facebook.com/TheAusdanceVictoriaAliceProject TheAliceProj

Note to the editor: This project affords wonderful photo opportunities and human interest stories. Please contact Katrina Rank on 03 9689 2055 / 0416 383 865 for dates/contacts.

ABOUT AUDSANCE VICTORIA

Ausdance Victoria is the voice for dance in Victoria. We lead, support and champion all things dance.
 We love dance and want to share our love of dance with you! Ausdance Victoria is the peak body for dance and exists to support, enrich, advance and advocate dance in all its forms. We provide services, advice, classes, workshops and professional development to the dance sector as a whole. We also present forums, events, projects and other exciting activities to the wider Victorian community.

