

## **Dubai International Dance Competition**

*“Corporate Dance Challenge” offers UAE companies a novel way to beat stress and boost confidence*

**April 7, 2009** - [PRLog](#) -- Giving new meaning to the term “Fun@Work”, a Dubai-based events organizing company is offering businesses in the UAE the chance to forget the depressing downturn for a while and allow their employees to remain positive by competing against each other through the region’s first-ever Corporate Dance Challenge.

Gatecrasher Events are organizing the UAE’s first-ever Corporate Dance Challenge, under the auspices of the Dubai International Dance Competition, allowing companies and their employees the opportunity to escape workplace stress and rejuvenate their confidence levels by indulging in a bit of fun.

To be held in Dubai on May 15th, the “Corporate Challenge – Reboot Your Senses” initiative allows businesses in the region to participate in what promises to be one of the biggest and fiercest dance showdowns the region has ever seen.

“Dance is something that crosses all cultures, languages, and socio-economic and territorial boundaries,” explains Joseph Jose, Director of Events at Gatecrasher Events. “Besides, it has been found to be an effective stress-buster and an increasing number of companies across the globe are encouraging their employees to turn to dance to boost their confidence levels and give them a much-deserved break.

Radha Syamahari, Director Operations, adds that this trend also helps businesses to recognize and honor talented staff while seeking a way to build inter-office relationships and increase productivity. “Worldwide, businesses are discovering the benefits of dance as an important remedy for workplace fatigue. We are helping companies overcome this while providing an important platform for employees to showcase their talent,” she points out.

Registrations kicked off on the 15th of March with participants being able to submit their entries. The deadline for receiving entries is April 30, 2009.

Interested contestants can register online by visiting [www.idcdubai.com](http://www.idcdubai.com). Companies can nominate their employees in the team and individual events. The competition will be judged by an international panel of well-known dance gurus, who will evaluate the performances based on choreography, projection, execution of movements, technical skills and overall performance.

Competitors can try their chances at any well-known dance style – from the energetic and exotic Salsa to the elegant European ballroom, from the expressive Tango or the gliding Foxtrot; the swinging Afro-Caribbean rhythm dancing to India’s Bhangra or Bollywood, the rock 'n' roll Jive or the easy Cha Cha Cha; the stylized Foxtrot or the exuberant Merengue or the more modern freestyle Krump.

Under the auspices of the Dubai International Dance Competition, Gatecrasher recently held two successful dance events – Nriyanjali in November 2008 and Students Challenge in December 2008. The overwhelming response from the region’s business sector to the two events prompted the organizers to design the region’s first-ever Corporate Challenge.

“We witnessed an unprecedented show of talent at these two events, forcing us to believe that there is no dearth for dancing talent in Dubai,” says Rizwan. “As a result, we are confident that the numbers will be exceptionally high at our latest initiative too and have pulled all stops to ensure that the event is enjoyed by

both participants as well as the audience.”

An audition for the contestants will be held on May 8th and the finalists will then compete for the grand event on May 15th. Winners can participate in the Group, duo / trio and individual categories and walk away with attractive cash prizes.

For more information visit [www.idcdubai.com](http://www.idcdubai.com) or email us on [registration@idcdubai.com](mailto:registration@idcdubai.com)

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