



FOR IMMEDIATE RELEASE

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Announcing the Rebranding of Guelph Contemporary Dance Festival: We are now Guelph Dance!

Guelph, ON (Nov 7, 2012) – **Fifteen years ago**, the **Guelph Contemporary Dance Festival** was a small event designed to bring the **best of contemporary dance** to the vibrant community of **Guelph**, while allowing dance artists a platform to explore and perform outside a major metropolitan city. Fifteen years later, we have become so much more than our renowned 4-day festival—and we decided it was time to adopt a name and logo that reflects *everything* we do: **Guelph Dance**.

Guelph Dance isn't a new venture, it is everything we are now, defined: **Guelph Dance Camps, Guelph Dance In Schools, Guelph Dance Productions, Guelph Dance Training** and, of course, the **Guelph Dance Festival**. We still aspire to enthrall and engage, to provide a platform for innovative artistry, to bring bold contemporary dance to our dedicated audience while also expanding that audience, and to encourage our local youth to participate and learn in a fun, creative environment.

Janet Johnson, co-artistic director of Guelph Dance, says, "I don't think the new name will inherently change the festival. The name for me opens up possibilities and avenues, and creates a greater sense of inclusion and celebration of all the great dance creations and endeavours going on in our community. I hope the new name adds clarity and thus more interaction with our public."

"People already call us 'Guelph Dance Festival'," adds co-artistic director **Catrina von Radecki**, "and I think by adding our slogan—15 years—the public will realize that this is not a new organization in town. They will quickly relate this new name to what used to be the *Guelph Contemporary Dance Festival*."

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Festival
Productions
In Schools
Camps
Training



Our new name means a beautiful new website too. Check it out for details on all the exciting upcoming events in our year ahead: **guelphdance.ca**

Mark your calendars so you can join us in celebrating our Guelph Dance launch at our **Guelph Dance New Year's Eve Party!** On December 31, 2012, you can 'dance through the ages' from 8pm-2am at this family-friendly event, featuring *The Royal Family* and music from classic funk, soul, R&B and pop from the 70s, 80s, 90s and today! Tickets available through the Guelph Dance office, 10 Carden, or online. More details to follow and on our website.

And look out for our **Guelph Dance Festival 2013 lineup announcement** on **April 2, 2013.**

To read a more detailed interview of Guelph Dance co-artistic directors Janet Johnson and Catrina von Radecki, please check out our blog: **guelphdance.blogspot.ca**

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