Press release

For immediate release

International Dance Day

April 29th is International Dance Day and fitness expert [name] thinks we should all celebrate by giving dancing a try.

The event celebrates all dance, but dance fitness is really taking off with many ways to dance yourself fit.

[Name] [age] from [town] says; “With dance shows like “The Greatest Dancer” and “Strictly Come Dancing” this kind of fitness has never been a more popular choice to get active and healthy at the same time.”

“Dance is a full body aerobic workout where you can really have fun while you get fit and learn the steps and techniques. There are so many varieties of dance fitness classes on offer and you can learn some new moves and meet new friends too.”

“Whether your goal is to lose weight, tone up or even if you just want to try something new and different taking part in dance will increase your fitness and really boost your confidence. You’ll also have so much fun getting involved no matter what level you’re at when you start.”

“Dancing is great for losing weight, maintaining strong bones, improving posture and muscle strength, increasing balance and co-ordination, and beating stress.”

Details on any events classes taster sessions

Editors notes

* [Name] is available for an interview.
* Website [www.examplewebsite.com]
* Contact number [phone number I’m most available on]
* Any awards you have won
* Any facts about you or your business
* Any celebrities you have worked with
* Benefits of dance <https://www.nhs.uk/Livewell/getting-started-guides/Pages/getting-started-dancing.aspx>
* [name] is available for photos
* Photos available on request