

# Press Release

## **Sensation & dance4life celebrate life**

*Exclusive partnership between Sensation and dance4life*

Amsterdam, March 23, 2010

Sensation has announced an exclusive international partnership with dance4life under the motto *Celebrate Life*. dance4life leverages the emotional power of dance to inspire, educate and motivate youth to take action against HIV/AIDS and join the global youth movement. *Celebrate Life* is the theme of the new Sensation world tour which will kick off on 3<sup>rd</sup> July at the Amsterdam ArenA.

### **Sensation and dance4life**

As part of the partnership Sensation is donating € 0.50 of every ticket to **dance4life**. Furthermore Sensation and dance4life are going to organise a unique action, whereby the public will be inspired to come into action for dance4life and have the chance to win special prizes.

### **Sensation founder Duncan Stutterheim elaborates:**

"dance4life and Sensation both believe in the positive power of music and dance. Dance is a universal language, it's an expression of life that connects everyone around the world. With Sensation we reach millions worldwide. I hope we can also inspire them to support dance4life."

### **Sensation**

Sensation started as a one-off event in 2000 in the Amsterdam ArenA, but has grown to be a yearly phenomenon with editions in seventeen countries. Every time Sensation lives up to its name with themes that involve the audience with a white dress code. Sensation has won many awards such as *best event of the year* in Germany, Australia, Brazil and Denmark amongst others.

### **Celebrate Life**

With its new tour, Sensation wants to bring across the feeling of house music. House is a feeling; a celebration of life. Sensation's new motto is *Celebrate Life*. On Saturday July 3<sup>rd</sup> Sensation invites everybody at the Amsterdam ArenA to celebrate life during the kick off of the new Sensation world tour. Everything and everyone will be part of an unforgettable total experience. Acrobats, performers, djs and the public will all support the feeling of being at one together.



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The ticket sales start on Saturday March 27 at 10.00 am. Buy your tickets at [www.sensation.com](http://www.sensation.com)

## **About dance4life**

dance4life is an international non-profit organization founded in 2003 that unites young people through music and dance and empowers them to push back the spread of HIV and AIDS. Headquartered in Amsterdam with a team of 19 dance4life is active in over 25 countries around the world, where the concept is implemented by local implementing partners around their existing life-skills programs. dance4life's major partners include Durex, National Postcode Lottery, Oxfam NOVIB, the Dutch Ministry of Foreign Affairs, PSO and UNFPA. [www.dance4life.com](http://www.dance4life.com)

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