



For Immediate Release

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**FOR THE FIRST TIME IN HISTORY,
CANADIANS PLAN TO CELEBRATE CANADA DAY
WITH A 1000-PERSON FLASH MOB DANCE**

JOIN THE CELEBRATION AND KEEP THE PRIDE ALIVE

WHEN: June 30 and July 1, 2010

WHERE: Langley, BC at McLeod Park (56 Avenue and 216 Street)

After a surge of national pride demonstrated during the Vancouver 2010 Olympic Winter Games, an enthusiastic Langley business woman, Maria Martini, was inspired to keep the pride alive. Joining forces with Associate Director of Choreography for the 2010 Olympic Winter Games' Opening and Closing Ceremonies, Marlise McCormick, and award-winning song-writers Bob Buckley and Brian Gibson, plans were set in motion to create a Canada Day Celebration like never before seen in the country.

Enthusiasts, athletes, dancers and energetic performers (16 years old and up) are invited to perform a 1000-person Flash Mob Dance to a new and unique Canadian song. Imagine, one thousand participants coming together for a choreographed dance!

A bilingual song, entitled "Keep the Pride Alive" and in French, "Une Fierté à Conserver," was recorded by twenty-eight musicians. This new hit single will be performed by six of BC's best vocalists, including Langley's own superstar, eleven year old Cole Armour. This musical celebration will truly touch the hearts and minds of Canadians, reigniting the euphoria of national pride. This amazing song was recently recorded and is primed for dance rehearsals, starting in late June. The time has come to sign-up a thousand people to perform the flash mob dance.

Registration is now open at www.keepthepridealive.ca

With an impressive team, who were involved in the creation and production of the Olympic Ceremonies, this Canada Day Celebration is destined to make an historic imprint on the hearts and minds of Canadians. Event Producer Maria Martini says, "My greatest desire is that Canadians will rekindle the euphoric national pride we all felt during the Olympics, and keep the pride alive."

Participate in this historic Flash Mob Dance by registering at www.keepthepridealive.ca (deadline: June 20, 2010)

This production will be featured at the Langley Canada Day Celebrations.

DETAILS:

- THREE PERFORMANCES: (1) June 30 at 9:00 pm (2) July 1 at 3:00 pm (3) July 1 at 9:00 pm
- REGISTER FOR THE FLASH MOB DANCE: www.keepthepridealive.ca BEFORE June 20, 2010
- LOCATION: McLeod Park on the corner of 56 Avenue and 216 Street, Langley, BC
- FREE to participate and attend

FOR MORE INFORMATION

- Follow us on Facebook: Keep the Pride Alive
- Download a PDF of the Event Flyer at: www.keepthepridealive.ca
- Learn more about Langley Canada Day Celebrations at: www.langleycanadaday.ca
- Contact: Maria Martini at : 604-209-7747 or media@keepthepridealive.ca



Bios

Maria Martini

Maria Martini is all about passion. With a huge heart and the means to make a difference, she believes in feeding the hungry, saving the planet, and encouraging national pride. With a love of making things happen, Maria has taken on several passionate projects throughout the years. Inspired by an Anderson Cooper report on 60 minutes, she started the FFF Food for Famine Society, producing a ready-to-use therapeutic food product called Cibo: www.foodforfamine.org. She also initiated a community recycling program, designing, building and providing the Langley City and Township with custom built recycling containers. Her most recent passion project is Keep the Pride Alive — the slogan, song and flash mob dance — inspired by the euphoria we all felt as Canadians during the 2010 Olympics in Vancouver: www.keepthepridealive.ca.

Marlise McCormick

Recently Associate Director of Choreography for the Opening and Closing Ceremonies of the 2010 Olympic Winter Games, Marlise's career began at Les Ballets Jazz de Montréal and took her throughout North America, Europe and the Middle East. A designer, director and choreographer, her credits include the 2007-08 European Dance Festivals and the 1994 Commonwealth Games in Victoria. Marlise also creates works for dance, theatre, music, circus arts, television and films.

Bob Buckley

Bob Buckley composed *This Is My Home* for the Canada Pavilion at the 1986 World Expo and the music for the Ceremonies of the 1994 Commonwealth Games. Having written many top-10 songs, he received a gold record with the number one single *Letting Go*. As well as having created string arrangements for Bryan Adams, Simple Plan and Aerosmith, Bob has scored award-winning television programs, movies and live stage shows. He recently composed music for the Opening Ceremony of the 2010 Olympic Winter Games.

Brian (Hoot) Gibson

Hoot Gibson, co-founder of Vancouver's most famous recording studio, *The Little Mountain Sound Company*, where international super groups such as Bon Jovi, Aerosmith, Motely Crue and ACDC recorded albums. Hoot also co-wrote many famous advertising jingles such as The Great Root Bear "Ba Dum Ba Dum" and Sunrype Blue Label "You Couldn't Be More Beautiful". He co-wrote and produced with Bob Buckley Expo 86 Canada Pavilion theme, "This is My Home" as well as music for Calgary '88 Winter Olympics. Hoot has won two Leo awards for his music in YTV's multi award winning cartoon series, *Being Ian*, as well as winning numerous *International Broadcasting Awards* (IBA) for radio and TV music themes throughout the world.