

Date: April 22, 2010

For immediate release

**Direct from Broadway
The International Ballroom Dance Sensation**

BURN THE FLOOR

**IGNITES AT THE *SHAFTESBURY THEATRE* FROM JULY 19TH
FOR A “STRICTLY” LIMITED RUN**

Special guest stars Strictly’s golden couple Brian Fortuna and Ali Bastian

Years before *Strictly Come Dancing* and *So You Think You Can Dance* turned ballroom dancing into must-see TV, one sizzling show was setting stages ablaze around the globe. **BURN THE FLOOR**, the electrifying Latin and Ballroom dance spectacular that has thrilled audiences in more than 30 countries, brings the fire and passion of their live performance to the Shaftesbury Theatre in London’s West End from Wednesday 21st July to Saturday 4th September 2010.

The new Broadway production of **BURN THE FLOOR**, with special guest stars Strictly’s golden couple, **Brian Fortuna** and **Ali Bastian**, best known for playing feisty PC Sally Armstrong in *The Bill* and Becca Dean in the C4 soap *Hollyoaks*, comes to London following a successful run in New York where it broke box office records. The New York critics raved:

- The NY Times called BURN THE FLOOR “AUDIENCE-DAZZLING! Swiveling hips, steamy embraces and high-octane tempos. A nonstop display of pop variations on classic styles, performed with precision and polish.”
- Time Out New York said it was “HEART-POUNDING! Splendid dance and gorgeous dancers!”
- Entertainment Weekly declared it, ““DOWNRIGHT SEXY! A polished production, with classy costumes and stunning vocals.”
- The New York Daily News gave BURN THE FLOOR four stars and said it was “Athletic, sensual and rocket-fueled!”
- Bloomberg.com said the show was “UTTERLY THEATRICAL! A dance show I can wholeheartedly recommend to everyone. It is dance theatre: comic and dramatic, sensual and lyrical, acrobatic and romantic.”

BURN THE FLOOR is a breathtaking blend of Latin and Ballroom dance first conceived as a special performance at Sir Elton John's 50th birthday celebration in 1997. Two years later, the show made its world premiere in the UK before taking the globe by storm.

From NYC's Harlem, where dances such as the Lindy, Foxtrot and Charleston were born, to the Latin Quarter where the Cha-Cha, Rumba and Salsa steamed up the stage, **BURN THE FLOOR** takes audiences on a journey through the passionate drama of dance. The elegance of the Viennese Waltz, the exuberance of the Jive, the intensity of the Paso Doble - audiences will experience them all, as well as the Tango, Samba, Mambo, Quickstep, and Swing.

The company features the talents of 20 award-winning international dancers from around the globe—Great Britain, Germany, Italy, Russia, Australia, Malaysia, Venezuela and the U.S. and includes Australian Ballroom and World Latin American champions. The dancers, who collectively hold more than 100 dance titles, move to the vision of artistic director and choreographer Jason Gilkison, former World Champion Latin and Ballroom dancer, and guest choreographer on the fourth season of *So You Think You Can Dance (US)*.

Guest dancer **Brian Fortuna**, is a multi-talented performer best known for his astonishingly skilled performances on two series of *Strictly Come Dancing*, partnering first Heather Small and then former The Bill and Hollyoaks actress, **Ali Bastian**, the woman he describes as "the girl of my dreams". Ali was a regular fixture on our TV screens for nine years before astounding herself, and the nation, by proving herself to be rather a brilliant ballroom dancer on *Strictly*. Earlier this year Brian was lead choreographer and consulting producer on the groundbreaking new show *Dancing on Wheels*. Brian's TV success has allowed him to dance as principal dancer in the two national *Dancing with the Stars* tours (US), as well as appearing in *The Aviator* with Leonard Di Caprio.

BURN THE FLOOR is produced by Harley Medcalf, Joe Watson, and Peter Grey Terhune with Richard Levi, Richard Frankel, Tom Viertel, Steven Baruch, Marc Routh, Raise the Roof One, Toppall/Stevens/Mills, Benigno/Klein, Caldwell/Allen, Carrpailet/Danzansky, Bud Martin, The Production Studio, Schaffert/Schnuck.

Performance schedule:

Theatre: Shaftesbury Theatre, 210 Shaftesbury Avenue, London WC2H 8DP
Dates: Wednesday 21st July to Saturday 4th September
Times: Mon, Weds, Thurs, Fri & Sat at 7.30pm. Matinee on Thurs & Sat at 3pm,
Sunday at 5pm. **No show on Tuesdays.**
Prices: £20-£62.50, schools and groups £17.50
Box Office: 020 7379 5399
Press Night: Monday 26th July at 7pm

www.burnthefloor.com.
www.shaftesburytheatre.com

For further information contact Anna Arthur or Robert James at Arthur Leone PR on 02076372994/Robert@arthurleone.com