

## **60x60 Dance (London) Partnership Statement**

60x60 Dance (London) is a partnership between Vox Novus and 60x60 Director Rob Voisey, London-based Producer Silke Arnold & Assistant Artistic Director Adriana Pegorer, and East London Dance.

60x60 Dance (London) takes place on Saturday 24 July 2010 at Stratford Circus, London E15.

60x60 Dance (London) is presented as part of the following initiatives:

- Open Weekend
- Create
- Big Dance

Open Weekend 2010 is a UK wide celebration counting down to the London 2012 Olympic and Paralympic Games. Open Weekend takes place between 23-25 July 2010. <http://www.london2012.com/get-involved/open-weekend/index.php>

Create is the cultural festival for the 5 host boroughs of the Olympic Games taking place between 19 June and 1 August 2010. <http://www.createlondon.org/>

Big Dance is a London wide celebration of dance taking place between 3 - 11 July 2010. 60 x 60 Dance will be promoted as part of the legacy phase of Big Dance. [www.bigdance2010.com](http://www.bigdance2010.com)

For more information about the partners visit:

[www.eastlondondance.org](http://www.eastlondondance.org)  
[www.voxnovus.com](http://www.voxnovus.com)

## **60x60 Dance (London) Marketing and PR Statement**

East London Dance will lead the marketing and PR campaign in full consultation with the partners. All marketing and PR materials produced by East London Dance will carry the following logos:

- East London Dance
- Vox Novus
- Arts Council England (ELD funder)
- London Borough of Newham (ELD funder)
- London Councils (ELD funder)
- Stratford Circus (venue)

In addition the event has been submitted to be listed as part of:

- Open Weekend
- Create Festival
- Big Dance – Keep Dancing phase