

Engaging Press / Media: Template

{Insert Club/Facility Name} Opens Doors to Celebrate National Launch of Let's Dance!

[Insert your organisation] in [your location / town] today opened its doors to the local community, as part of *Let's Dance*, and the second National Day of Dance. This fantastic initiative, spearheaded by Angela Rippon CBE, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

{Insert background information on club/facility being used}. Today they welcomed {insert details of number of participants} to take part in a session of {insert dance style}. They learnt the basics of {XXX}, a style of dance which originates in {XXX} and involves {insert some vague details on style of dance}.

{Insert name and role of dance teacher/facilitator} said:

"Let's Dance is about encouraging everybody, from older people to teenagers, to embrace the joy and benefits of dancing. The more we dance, the better we will all be – as individuals, and as a society... {fill in the rest of the quote with individual details of the day}"

{END}



Note to Editors

Let's Dance is a nation-wide movement of dance organisations, charities, health professionals, community groups, celebrities getting together on the 8th of March 2026.

Let's Dance aims to:

- Raise awareness for the benefits of dance, for your mental and physical health
- Make it easier than ever for people to join in and find a suitable dance activity, whatever their fitness level, age or experience
- Bring people together across divides to connect through dance

Dancing brings a unique combination of benefits to individuals, communities, and society. Dance gets people moving – together – to tackle chronic health challenges, combat loneliness, and spend time with people we wouldn't usually meet.

In 2023, Sport and Recreation Alliance research showed that despite saving the nation billions in supporting physical and mental health and despite its unique power at getting some of our most inactive populations moving, dance is highly underused in this country.