

DANCE USA DANCE KICKS OFF SEASON 2 WITH A BANG



Dance USA Dance Season II team



Anjana Kumar, Chairperson and Executive Producer



Ashwani Kumar, CEO and Executive Producer

OUR BUREAU

NEW YORK, NY

On January 31, 5678 Media Group and ZEE TV hosted members of the media and multi-cultural corporate representatives at the Dance USA Dance (DUD) press conference – a launching point for the second season of the popular dance competition.

The exclusive, invite-only event at the Marriott Marquis NYC drew numerous media outlets and select guests who were received on red carpet and learnt about the success of Season 1 in 2017 and the overview of the upcoming Season II of Dance USA Dance. The room was filled with members of the Dance USA Dance leadership team, 5678 Media Group, ZEE TV and the competition's four official international celebrities from the dance industry: Matt Steffanina, Nakul Dev Mahajan, Lauren Mahajan,

Lauren Gottlieb and Sarish Khan.

The evening opened with the charming Sarish Khan as the host who was introduced through her mesmerizing video. Sarish Khan introduced each celebrity judge with their video followed by the entry amidst a thunderous applause. Nakul, Lauren and Matt shared their life journey while expressing their excitement on joining Dance USA Dance Season 2 as judges.

“We’re proud to partner with such a unique platform and help share it with the global community. This type of content doesn’t come around very often, and we’re excited to help take it to the next level,” said Indrajit Majumdar, SVP at Zee TV Americas, the official broadcast partner of Dance USA Dance. ZeeTV reaches a billion plus viewers and is the biggest South Asian media platform in the world.

The energy in the room was electrifying as Matt Steffanina, universally ac-

knowledgeable leader of Hip Hop, got off his seat to quickly choreograph some moves to popular Bollywood music tracks. Nakul Dev Mahajan spoke about the importance of authenticity when introducing this new rich Bollywood culture to the US market, and the challenges he faced when he first introduced Bollywood music in popular movies and TV shows from Hollywood. Lauren briefly spoke about bridging the gap between the USA and India through this amazing platform.

“Our team was more than excited to host the Dance USA Dance press conference tonight and share news about what we have in the works for season 2,” said Ashwani Kumar, Executive Producer at Dance USA Dance and CEO of 5678 Media group. “Our hope is that everyone in attendance – and even those who are not – will come to understand the impact this platform has and will have on bringing about change in the

world.”

Anjana Kumar, chairperson and executive producer, shared her vision to contribute to global peace and a united world through the platform as it expands to other countries. Sunil Hali, producer of the show, said, “We want to build a global platform where Bollywood meets dancing stars from various countries all over the world”.

While unfolding the plans for 2018, Kunal Kumar, Supervising Producer said, “In 2018, Dance USA Dance is taking the platform to new heights. Video auditions are accepted through February 15 with Bollyshake, an internet dance community platform, selecting which teams will move on to the regional rounds in 15 tour cities, including New York, Chicago, Atlanta, Dallas, Toronto and Dubai. Two teams from each city will get a chance to compete in the semi-finals this summer, in their quest to win the title of Dance USA Dance Season 2 Champion.

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