

McDonald's partners up with 'Dance USA Dance' season 2



NEW JERSEY - Fast Food Giant McDonald's has partnered with 5678 Media Group and Zee TV to become the national title sponsor for the second season of the Dance USA Dance, a reality dance competition.

This year McDonald's Dance USA Dance will tour across 15 cities around USA and Canada to select Top 30 regional teams to compete at the Grand Finale which will be held at the PlayStation Theatre at the New York City Times Square on July 15th, 2018.

"It is truly an example of how colossal brands continue to recognize the potential and impact of dance as a medium of youth culture and expression in the US," said Ashwani Kumar, CEO of 5678 Media Group.

McDonald's Dance USA

Dance has tremendously grown since its first season last year where the tour consisted of six cities under the tutelage of celebrated Bollywood choreographer Saroj Khan. Joining the selection tour this season will be three celebrity judges - Matt Steffanina, Nakul Dev Mahajan, Lauren Gottlieb - along with Miss Pakistan USA 2015, Sarish Khan who will host the reality series.

"Dance USA Dance is growing bigger each day and evolving into an international platform aiming to showcase talent from all across the world. Our partnership with McDonald's will further help us in empowering minority communities to reach their full potential," said Anjana Kumar, Co-Founder of 5678 Media Group.

5678 Media Group aims to

bring together multicultural communities across the United States and create the ultimate authentic experiences for consumers and brands alike. Brand activations platforms on season 2 of McDonald's Dance USA Dance include VIP booths, digital contests, sampling opportunities, venue branding opportunities, on-ground custom experiential activations, giveaway's, charging stations, digital and social custom branding, photo booths, etc.

To learn more about McDonald's Dance USA Dance - Season 2 visit danceusadance.us. Dance USA Dance is currently accepting regional, national, and international sponsorship applications via email at sponsorship@5678mediagroup.com.