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FOR IMMEDIATE RELEASE  
August 24, 2010

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[http://www.AnticsPerformance.com/Press\\_Photos](http://www.AnticsPerformance.com/Press_Photos)

***J.U.i.C.E. Celebrates 10<sup>th</sup> Anniversary with the J.U.i.C.E. Hip Hop Dance Festival***  
***Guest artists Mari Koda and Genki Sudo join top international and L.A. groups***  
***3<sup>rd</sup> Annual J.U.i.C.E. HIP HOP DANCE FESTIVAL***  
***Saturday October 2<sup>nd</sup>, 2010 8pm at the Ford Amphitheatre***

LOS ANGELES (August 24, 2010)...This year, **J.U.i.C.E.** celebrates **10 years** of empowering and educating youth through the hip hop arts at their weekly program by inviting international performers to the **3<sup>rd</sup> Annual J.U.i.C.E. HIP HOP DANCE FESTIVAL** on **October 2, 2010** at the **Ford Amphitheatre**. The festival is a full evening of hip hop culture for the whole family showcasing “street dance” choreographers from **Los Angeles, New York, Japan, and Canada** performing groundbreaking choreography. Three years ago, J.U.i.C.E. was the first group to present hip hop dance at the Ford. Since then, they have had a series of sold out shows. *J.U.i.C.E* will continue its tradition of presenting "...the local hip-hop community in all its multifaceted athleticism..." as dance critic Lewis Segal wrote in L.A. Times of their first Ford appearance.

The **3<sup>rd</sup> Annual J.U.i.C.E. HIP HOP DANCE FESTIVAL** will feature special rare guest appearances by film star, **Mari Koda AKA Kodance** (best known for her role as “Jenny Kido” in the blockbuster films, “**Step Up 2**” and “**Step Up 3D**”) and Japan’s prized former **UFC** fighter, **Genki Sudo**. Both stars will be sharing the stage for a special piece and joined by Sudo’s acclaimed dance company, **World Order**---one of the top international dance groups known for breaking new artistic ground. Both Koda and Sudo will also be signing autographs for fans at the Ford plaza before the show.

The evening will also include the amazing talents of **Antics Performance, Lux Aeterna, Open House, The Syrenz, One Step Ahead, Versastyle, VENT, Instant Noodles, Junko Sasaki, Raphael Xavier, Big Tara (New York), World Order (Japan), and Luca “Lazy Legs” Patuelli (Canada), MC performances by Scatterbrain, Nameless, and Toquon of Soul Elevation**. The event will also feature a hip hop marketplace, a DJ set by DJ Kenzo and a special live graffiti painting by J.U.i.C.E. artist, **Sano**. Artistic directors for the program are **Amy “Catfox” Champion** and **Jacob “Kujo” Lyons**.

An exciting addition to the group is renowned dancer and community leader, **Emiko Sugiyama**, who will serve as this year’s **producer/co-artistic director**. “Our goals for this year’s show are to produce a great live show, spread the word about the wonderful things J.U.i.C.E is doing in the community and hopefully find a permanent home so we can provide programs to keep area kids safe and give them a place to channel their creativity in a positive way,” describes **Sugiyama**. “We just don’t want to sell out our show at the Ford. We want the audience to feel the peace, love and unity that only a live show can produce,” she adds.

“This festival is so exciting because it gives local hip hop choreographers who are pushing the boundaries of the art form an opportunity to share their work with a large and enthusiastic audience” says **Daniel Rizik-Baer**, J.U.i.C.E.’s Co-Executive Director. “And it allows J.U.i.C.E. to reach out to an incredibly diverse audience who might not otherwise know about J.U.i.C.E.’s mission and weekly programming for inner city youth,” he adds.

J.U.i.C.E. is dedicated to the profound ways art can heal lives and transform communities. The J.U.i.C.E. Hip Hop Dance Festival is a powerful example of how J.U.i.C.E.’s weekly after-school program can offer emerging dancers, performers and visual artists a chance to flourish by building technical and leadership skills, developing self-confidence, and creating meaningful relationships with mentors.

For tickets, log on to **[www.FordTheatres.org](http://www.FordTheatres.org)** or call the Ford Box Office at **323 461-3673 (or 323 GO 1-FORD for non-visual media)**. Tickets to the performance are \$12 for students and children and \$25 for adults. Through the Ford’s early buyer incentive, adults who buy tickets on or before September 25th pay only \$20. Doors open at 6pm and show starts at 8pm.

For more information go to: [www.RampartJUICE.com](http://www.RampartJUICE.com)

What is “street dance?”

“Street dance” is a term used to describe dance styles (popping, locking, breaking, house dance, krumping, hip hop, etc.) that evolved in everyday spaces since the 1970’s. They are often improvisational, with roots in African American and Latino culture. The festival raises awareness about J.U.i.C.E. (Justice by Uniting in Creative Energy), an after-school arts education program that uses the hip hop arts to encourage creative expression and self-improvement of at-risk youth.

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## **FORD AMPHITHEATRE INFORMATION**

The Ford Amphitheatre is located at 2580 Cahuenga Blvd. East, Hollywood, CA 90068, just off the 101 Hollywood Freeway across from the Hollywood Bowl and south of Universal Studios. The grounds open two hours before showtime for picnicking. The Ford offers a number of dining options: a variety of food and beverages is available on site and box dinners for evening events may be ordered in advance. Patrons are welcome to bring their own food and drink. The Ford is disabled accessible. Portable wireless listening devices are available upon request.

**On-site, stacked parking** costs \$5 per vehicle for evening shows and \$1 per vehicle for morning family shows. For evening shows only, **FREE non-stacked parking serviced by a FREE shuttle to the Ford, for evening amphitheatre performances only**, is available at the Universal City Metro Station lot at Lankershim Blvd. and Campo de Cahuenga. The shuttle, which cycles every 15-20 minutes, stops in the "kiss and ride" area.

This event is part of the Ford Amphitheatre 2010 Season, a multi-disciplinary arts series produced by the Los Angeles County Arts Commission in cooperation with Los Angeles County- based arts organizations. For a complete season schedule, directions to the theater and parking information, log on to [www.FordTheatres.org](http://www.FordTheatres.org).