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## DANCING IN THE DARK: VICHEALTH TO GET MORE PEOPLE MOVING AT WHITE NIGHT MELBOURNE

As part of VicHealth's recently launched [Active Arts Strategy](#) to encourage Victorians to get physically active and improve mental wellbeing, the organisation is excited to be sponsoring *I Could Have Danced All Night*, which is returning in a brand new format for White Night Melbourne 2015 on 21 February.

VicHealth CEO Jerril Rechter, a former dancer, said mass participation and working with the community to develop long-term arts and physical activity projects that get people moving were two key components of VicHealth's Active Arts Strategy.

"This year's White Night Melbourne saw tens of thousands of people taking part in a marathon 12-hour dance session. As part of our Active Arts Strategy to get more Victorians active, we're hoping to get even more Victorians shaking their hips at next year's *I Could Have Danced All Night*. The massively popular event will feature some 350 performers, a great MC, costumes and production.

"Dancing is a wonderful way for people to get their hearts pumping and meet their 30 minutes of daily physical activity, while also having fun and meeting new people. VicHealth is committed to getting people physically active through the arts and on 21 February, we want Victorians to join us for a memorable night of dance and music under the stars," Ms Rechter added.

Every hour from 7pm to 7am, professional dancers will lead the crowd through a host of different dance styles.

Ms Rechter said the 2015 event would feature an exciting new element to increase community participation.

"12 community groups, reflecting Victoria's multicultural diversity will work with the team at Ausdance over the next three months to develop routines they will perform on the night. Groups include Yellow Wheel Dance Company which works with young Victorians and a Chinese community group made up of people over the age of 60 who show us that it's never too late to put on your dancing shoes!

"Other groups include members of our Polynesian community, international students, a Docklands workers group, teenage girls and mums from Sunbury, a group of patients from the Royal Children's Hospital and a group of newly-arrived asylum seekers."

"We're thrilled to be a part of White Night Melbourne 2015 and look forward to seeing Victorians young and old at *I Could Have Danced All Night!*" Ms Rechter added.

Further information on ICHDAN will be featured in the full White Night Melbourne program which will be available soon at [www.whitenightmelbourne.com.au](http://www.whitenightmelbourne.com.au).

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