

Hello Hanna,

I hope this finds you well. I write to ask you to consider Amy "Catfox" Champion and the JUICE Hip Hop Dance Festival for special coverage in Dance Magazine.

Amy "Catfox" Champion, Artistic Director of Antics Performance is breaking new ground and redefining the female role in hip hop culture, with her ever increasing work in the LA hip hop community. Her recent creations range from *Breaking the Cypher*, a multimedia street dance spectacular, to *Diamonds*, a two-woman hip hop dance/theater play, to *BGirls or Be Girls*, an out-spoken performance about the struggles of women who breakdance, which now has over 65,000 views on YouTube.com. In 2006, she received her Masters of Fine Arts in Choreography from UCLA.

She is currently spearheading the JUICE Hip Hop Dance Festival. She has organized this major event at the Ford Amphitheatre in Hollywood on Oct. 5th, which will include a laundry list of today's top street dance crews of both males and females. She truly has become a powerful force behind the hip hop movement in LA, breaking the stereotypes of what a street dancer should look like and exposing the diversity, intelligence and rich culture of this artform.

"Those women who stick with this art form; who make sweaty sports bras and sneakers terribly sexy; who learn from and challenge the B Boys - those women are over-achievers simply because it takes a bit more imagination for a woman to see her potential as a bgirl than it does for a guy," says Champion. "We are manifesting a new possibility for women, a new path, a new beautiful, acceptable, exciting, form of self-expression."

I have attached Amy's bio and a photo. Please see for the press below is information on the Juice Hip Hop Dance Festival.

Please let me know if you'd like more information on Amy or are interested in an interview. I do hope you consider Amy Champion for special media attention in your magazine.

I look forward to hearing from you.

Best,

Brittany A. Gash  
Publicist  
BGPR  
(323) 555-5555  
bgashpr@sample.com