

MEDIA RELEASE

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OVER 1,000 YOUTHS LIVE IT LOUD IN THIS YEAR'S NATIONWIDE ANTI-DRUG DANCE COMPETITION

DanceWorks! 2012 promises once again to be an action-filled dance event that brings together over 1,000 passionate dancers nationwide to show off their moves and groove together against drug abuse. Co-organised by the National Council Against Drug Abuse (NCADA) and the Central Narcotics Bureau (CNB) since 1999, this annual nationwide dance competition has attracted participation from more than 15,000 youths under 25 years who believe in leading and spreading the word of an active drug-free lifestyle.

Bringing DanceWorks! to a new generation

2 DanceWorks! enjoys a loyal following amongst youths who return year-in and year-out to compete on the dance floor. Amongst these include the charismatic all-boys hip-hop dance group, “*Super Duper Junior*”, from the Anglo-Chinese Primary School who were the first runner-up of Category I (for youths aged under 13 years) last year. First formed 10 years ago, some of its members have been dancing together since they were in Primary 1. Many of its members who are about to graduate from the school would undoubtedly be doing their utmost to help the team clinch the championship title this year.

3 At the same time, **some 43 teams will be taking part in DanceWorks! for the first time**. The “*SideSteppers Crew*” from ITE College West explained that they joined DanceWorks! to “*compete with some of the best throughout the nation*”, while the “*Jaggers*” from Blangah Rise Primary School said they wanted to inspire others “*not to get mixed up with drugs and waste their lives away*”. Befitting their name, the “*Vigorous Fusion Crew*” energetically proclaimed “*We don't need drugs, we only need to dance!*”.

Saying NO to drugs through Dance

4 One of the biggest dance competitions in the country, and the only one with an anti-drug theme, DanceWorks! aims to let participants have fun while internalising and sharing the anti-drug message. With this in mind, demonstration of the anti-drug theme in the dance performance is a compulsory judging criterion which takes up 40% of the overall score. Indeed, feedback gathered from a sample of almost 200 DanceWorks! 2011 participants showed that 97% of them indicated that they were discouraged from abusing drugs and 98% understood the serious consequences of drug abuse after taking part in the competition, testifying to its effectiveness as a platform to spread the anti-drug message. Having the competition rounds at popular shopping malls like Toa Payoh HDB Hub, VivoCity and Ngee Ann City ensures that the anti-drug message will be spread wider.

5 DanceWorks! 2012 performances will be judged by experienced professionals from the dance and artistic fields, with participants standing to win over \$70,000 in cash and other prizes. Aspiring dancers can look forward to bringing home the newly minted Pokka Most Sparklin' Dancer Award trophy (together with \$100 cash and a Pokka hamper) if the judges pick any of them as the most outstanding dancer in each competition round. (See Table 2 in the DanceWorks! 2012 Fact Sheet for details).

6 Dr N Varaprasad, Chairman, NCADA said, *“The increasing number of youth abusers arrested is a serious concern to us. If this continues, there is a danger that they could form the next generation of drug abusers. We need to step up on our preventive drug education efforts, particularly targeted at the young people, in order to maintain our zero-tolerance stance against drug abuse. The Council will continue to work closely with CNB and the relevant community partners to organise creative and interesting outreach programmes to spread the anti-drug message to more youths and community groups.”*

7 Mr Terence Tan, Director, Communications Division, CNB added, *“DanceWorks! has been a platform for youths to showcase their talents while demonstrating to fellow youths how they can lead a healthy and drug-free lifestyle. While the competition has been going on for so many years now, we are continually impressed by the participants' performances; the amount of effort they put into their choreography, costumes, and bringing across the anti-drug message often left me astounded. It is the incredible commitment of the participants, their schools and parents that encourages CNB to continue organising such activities to give a stage for youths to realise their dreams.”*

Support from corporate partners

8 Apart from the continued support by *Energizer Singapore*. DanceWorks! 2012 is glad to welcome new partners who have lent their support behind the anti-drug cause – Lee Foundation, Teenage Magazine and Pokka Singapore. Our partners share their comments below:

“DanceWorks! is about channeling the energy of our youths into creative forms of art. Dance with an anti-drug theme - that’s positive energy, what Energizer stands for!” - Ms Tricia Ong of Energizer Singapore.

“As a voice of authority on youth issues and welfare, Teenage Magazine is fully supportive of the anti-drug movement, and advocates the importance of anti-drug education and awareness amongst our young.” – Mr Adrian Chia of Teenage Magazine.

“Pokka is an active participant of CSR (Corporate Social Responsibility) projects and is supportive of constructive youth initiatives. DanceWorks! provides a platform for youths to perform and educate them on the likely downfalls of drugs. Partnering together with NCADA and CNB, Pokka hopes to spread this anti-drug message to all youths and celebrate a drug-free life.” – Ms Rebecca Tay of Pokka Singapore.

9 For more information, please refer to the attached fact sheet or visit our blog (<http://www.cnb-danceworks.blogspot.com>) and Facebook page (www.facebook.com/liveitloud.sg).

Organised by :  
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DANCEWORKS! 2012 FACT SHEET

Background Information

- An anti-drug dance competition organised by the National Council Against Drug Abuse (NCADA) and the Central Narcotics Bureau (CNB) in conjunction with the Anti-Drug Abuse Campaign 2012.
- 2012 marks the 14th year in which the dance competition is organised.
- It has attracted nearly 15,000 participants for the past 13 years.
- It aims to engage our youths in the anti-drug cause through dance and encourage the development of a healthy, drug-free lifestyle.
- Through the theme “Live it Loud with Dance! Stay cool. No Drugs!”, this competition provides a platform for youths to express themselves and pursue their passion for dance in a positive manner. It generates an understanding that there is so much one can do in life without having to consume drugs.

Competition Categories

- Category I : Youths aged under 13 years
Category II : Youths aged 13-17 years
Category III : Youths aged 25 years and below

Participation Rates

Total no. of participants	:	1,003 ¹
No. of teams	:	95 ²
No. of institutions/schools of these participants	:	81

Please refer to Annex A for brief information on three teams who have returned for DanceWorks! 2012.

¹ The figure is up-to-date as of 22 Feb 2012 and is subject to changes, before the event proper.

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Table 1: Dates & Venues of Competition Rounds

Category	Date & Time	Venue	Guest-of-Honour
Category I Finals	25 Feb 2012 (Sat) 1:00pm–4:00pm	Toa Payoh HDB Hub	Mr Edwin Tong Chun Fai Member of Parliament for Moulmein-Kallang GRC Deputy Chairman, Government Parliamentary Committee for Home Affairs and Law Member, Government Parliamentary Committee for Education
Category II Preliminary Round A	3 Mar 2012 (Sat) 12:00pm–4.00pm	VivoCity Amphitheatre	Mr Hri Kumar Nair Member of Parliament for Bishan- Toa Payoh GRC Chairman, Government Parliamentary Committee for Home Affairs and Law Member, Government Parliamentary Committee for Education
Category II Preliminary Round B	4 Mar 2012 (Sun) 12:00pm–4.00pm	VivoCity Amphitheatre	Dr Janil Puthuchearay Member of Parliament for Pasir Ris-Punggol GRC Member, Government Parliamentary Committee for Home Affairs and Law

Category	Date & Time	Venue	Guest-of-Honour
Category III Preliminary Round	10 Mar 2012 (Sat) 1:00pm–4.00pm	VivoCity Amphitheatre	Ms Irene Ng Phek Hoong Member of Parliament for Tampines GRC Member, Government Parliamentary Committee for Education Member, Government Parliamentary Committee for Information, Communications and the Arts
Grand Finals (Categories II and III)	7 Apr 2012 (Sat) 2:00pm–4:00pm	Civic Plaza at Ngee Ann City	Mr Masagos Zulkifli Bin Masagos Mohamad Minister of State for Home Affairs and Foreign Affairs

Table 2: Prizes

Description of Awards	Prizes			
	1st	2nd	3rd	4th – 6th
Category I Finals	\$3,000	\$2,500	\$2,000	\$1,000 each
Category II Preliminary (At each Preliminary Round)	\$2,000	\$1,500	\$1,000	\$500 each
Category II Finals (Only the top 4 teams from the Preliminary Rounds will compete in the Finals)	\$3,500	\$3,000	\$2,500	\$2,000 (Up to the 4th position only)
Category III Preliminary (At each Preliminary Round)	\$2,500	\$2,000	\$1,500	\$1,000 each
Category III Finals (Only the top 4 teams from the Preliminary Rounds will compete in the Finals)	\$5,000	\$4,500	\$4,000	\$3,500 (Up to the 4th position only)
Artistic Merit Award ^a	\$500 + Trophy			

Description of Awards	Prizes
Best Choreography Award ^b	Trophy
Best Costume Award ^c	\$500
Energizer Hi-Energy Award ^d	Trophy + Energizer Hamper
Most Supported Team Award ^e	\$500
Best Props Award ^f	\$500
Pokka Most Sparklin' Dancer Award ^g	\$100 + Trophy and Pokka Hamper

Note:

- a) An “**Artistic Merit Award**” will be given to the team whose performance is determined to be of artistic excellence.
- b) A “**Best Choreography Award**” will be given to the choreographer of the team with the best choreography.
- c) The “**Best Costume Award**” will be presented to the team with the costume that captures the theme of their dance performance through the use of colours, textures and material of their costumes.
- d) An “**Energizer Hi-Energy Award**” will be given to the team who displayed the most energy and zeal in their dance items.
- e) For the ‘**Most Supported Team**’ Award, teams can qualify by getting their supporters to create banners bearing their team/school names, come up with cheers to complement their teams’ performances, or get supporters to don clothes of the same colour in support of their team on the day of the competition round.
- f) The “**Best Props Award**” will be presented to the team with the props that strongly captures the anti-drug theme through the creative use of colourful banners (placards etc and other materials).
- g) A “**Pokka Most Sparklin’ Dancer Award**” will be given to the performer in his/her group who has shown good determination and has been the most ‘Sparklin’ and outstanding.

Brief Information on the Organisers and Partners

Organisers

The National Council Against Drug Abuse (NCADA)

The National Council Against Drug Abuse was formed in January 1995 to advise Minister and the Ministry of Home Affairs on the policies and measures necessary to curb drug abuse in Singapore and to mobilise and sustain public support for the anti-drug programmes undertaken by government departments and voluntary organisations. Together with the Home Team departments, the Council organises and co-ordinates anti-drug activities as well as to assist other organisations, institutions, bodies and persons who are interested in tackling the drug problem. The council also aims to promote preventive drug education programmes to educate the public on the drug menace and rally them in support of the government's efforts against drug abuse.

Central Narcotics Bureau (CNB)

The Central Narcotics Bureau (CNB) is the national lead agency that drives preventive drug education in Singapore. Its anti-drug strategy involves reducing both demand and supply of illicit drugs through intensive enforcement and high-profile preventive education programmes.

Event Partners

Energizer

Life without the ubiquitous Energizer battery would be quite unimaginable. Powering lives for over 60 years here in Singapore, Energizer offers a unique range of batteries catering to all kinds of power needs no other single battery manufacturer can. Energizer has been leading in portable power solutions yesterday, today and is redefining tomorrow with new and improved products for our changing world through new technology and on-going consumer insights. Its multi-purpose alkaline batteries not only last longer now but also lock in the power with a patented power seal technology. Pushing the boundary for long lasting performance is Energizer's lithium AA battery, already the world's longest lasting battery in high tech devices now lasts even longer – there is no stopping of Energizer's 'Never Say Die' spirit.

Lee Foundation

Lee Foundation is a charitable foundation in Singapore created to aid the advancement of education, medicine and cultural activities; helping the poor; and assisting victims of fire, flood and famine. It also funded other philanthropic works. It was founded in 1952 by philanthropist and businessman, Lee Kong Chian.

Pokka

Pokka Singapore is committed to its mission of being an excellent food company, that commits to customers' satisfaction and aims to be a leader of food and drink manufacturer in Singapore and Asia Pacific Region. Today, more than 30 varieties of beverages in various packaging are being produced in Singapore for distribution in both local and overseas market.

Teenage Magazine

Teenage is the first youth magazine in Singapore, with a history that goes all the way back to 1989. Targeting readership of youth from age 9 to 20, Teenage is the only audited youth magazine with a circulation of 28,180. We are distributed extensively in Singapore & are subscribed by schools to be placed in their library. Also, Teenage is rated as the most cost effective magazine by AC Nielsen and was awarded TOP spot in the teens category by The Straits Times in Oct 2009.

Websites

CNB Official Website: <http://www.cnb.gov.sg>

Facebook Fanpage: <http://www.facebook.com/liveitloud.sg>

DanceWorks! Blog: <http://www.cnb-danceworks.blogspot.com>

YouTube Channel: <http://www.youtube.com/user/CNBkNOwdrugs>

**** End ****

Some of the hot favourites who are back in DanceWorks! 2012

Ordinary People's Passion from Yishun Primary School

Yishun Primary School has participated in DanceWorks! for many years.

The school won first prize in DanceWorks! Category I Finals in 2008 and 2009, second prize in DanceWorks! 2010, and third prize in DanceWorks! 2011.



The school also won the “Best Costume Award” in DanceWorks! 2009 and 2010, and “Best Choreography Award” in DanceWorks! 2011, as well as the first prize in the fringe activity – Anti-Drug Time Capsule Competition in DanceWorks! 2010.

Freekzy Nutz, Freshest Nutz, Funky Nutz, Groovy Girlz, Groovy Nutz, Lil Nutz, Nutz Crew and Phat Nutz from Juying Secondary School

What do these teams have in common? Affectionately known as the Nutz Family, they all hailed from Juying Secondary School and won various awards in DanceWorks! from 2007 to 2011. Some of these teams have also been invited to perform at other events.



The Groovy Nutz, Freshest Nutz and Freekzy Nutz are back on the dance battleground in DanceWorks! 2012 Categories II and III.

TUFRDFC (non-school team)

Previously known as Fad Faction, this is a non-school team who joined DanceWorks! in 2009 and 2011. The team won the Energizer Hi-Energy Award in 2009 and was crowned the champion in DanceWorks! 2011 Category III Grand Finals. It also took home the “Best Choreography Award” in 2011.

