

# MEDIA RELEASE



23 August 23 2011

## CROWD PLAY

**You don't have to dance like Beyonce to be part of Melbourne Fringe.**

Crowd Play is a giant song and dance project for people of all ages and types.

A key part of the 2011 Melbourne Fringe Festival program, Crowd Play is an enormous, en-masse participatory chorale and dance performance that will be held in key public places around Melbourne.

And it's not too late to get involved. Public rehearsals will run right up until the performance dates during the 2011 Melbourne Fringe Festival.

Boldly asserting the notion that everyone has a right to participate in the arts, this gigantic performance has been designed to encourage connectedness between artists, performers, community groups and individuals through two of the most accessible of all art forms: singing and dancing.

Hundreds of participants have been rehearsing their moves for the past three months, and Crowd Play Ambassadors have been to workplaces, community halls, lounges, pubs and clubs across Melbourne to take people through the steps.

**Crowd Play performance times and dates will be announced soon – to find out how to get involved and where and when you'll be performing, head to [melbournefringe.com.au/crowdplay](http://melbournefringe.com.au/crowdplay)**

Each performance will comprise a song led by the Bandits (a choral group made up of people who have a perceived intellectual disability), and choreography by Neridah Waters and Fez Faanana from the Common People Dance Project.

"This is everyone's Festival and anyone can be a part of it: as an actor, writer, an audience member and now, as part of a giant collective performance," says Neal Harvey, Creative Producer for Melbourne Fringe.

"Crowd Play is an important part of Fringe's delivery. It is for the artist in all of us. I can't dance like Beyonce, but you don't have to, that's the point. Art and performance take a variety of forms and this performance will be all about Melbourne showing the world who she is."



*Crowd Play is part of VicHealth's MOTION program, which aims to increase understanding of the health benefits of arts activities that build social connection and increase physical activity.*

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Melbourne  
Fringe



Melbourne Fringe is the leading organisation for the independent arts in Victoria, managing the annual, open access Melbourne Fringe Festival and a series of forums, workshops, events and individual consultations, all aimed at supporting the state's diverse independent artistic community.

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