The Dance Show of the Year!
3rd Annual Calgary International Salsa Congress

Calgary, AB — Salsa dancing has been gaining mainstream popularity over the past few years with shows such as Dancing with the Stars and So You Think You Can Dance popping up. While salsa has been around for decades, its popularity outside the dancing community is starting to grow.

Local dancers Eric Caty and Kelly Lannan were featured choreographers for So You Think You Can Dance Canada, and dancers on the local tour stop of Dancing With The Stars. On December 19, 2009, they placed 6th at the World Professional Salsa Championships. Their local companies Alberta Dancesport and Salsa Rica Productions are seeing a steady increase in enrollment over the past few years and are excited about the expanding interest in salsa dancing. “We constantly see new people of all ages coming to classes, which demonstrates the increased awareness of salsa,” explains Eric Caty, director of Salsa Rica Productions. “Salsa is a fun, social dance that anyone can do. People may not see themselves as dancers” laughs David Joseph of Alberta Dancesport, “but they are always willing to give it a spin”.

The steady flow of interest, coupled with a love of salsa, compelled the directors of Salsa Rica Productions and Alberta Dancesport to organize an international salsa showcase in Calgary. The trio approached Albert Torres, a world famous salsa congress producer, who agreed to add Calgary to his tour stops on the international congress circuit in 2008. Last year, the 2nd Calgary International Salsa Congress was welcomed with more than 1000 spectators, and over 100 local and international performers. Extensive media coverage of the past years event created additional last minute excitement for the festivities.

This year’s event runs February 5–7, 2010 at the Hyatt Regency Calgary. The event will feature performances by world-renowned salsa dancers, workshops and lectures for beginners to professionals taught by world-class instructors, and a gala dinner, all capped off with a qualifying competition for the 2010 World Salsa Championships. Popular local and international instructors will also give classes on Argentine Tango, Cha Cha, Bachata, Burlesquercise, and many other forms of dance. The third annual Calgary International Salsa Congress promises to be an extraordinary event.

For further information contact Kelly Lannan at 403.560.0842 or email at media@calgarysalsacongress.com or visit www.calgarysalsacongress.com.
Event Schedule

Friday February 5

Imperial Ballroom — Hyatt Regency Calgary (700 Centre Street SE)

8pm  **Opening Celebration:** International & Local Artists Showcase, Amateur Showdance Competition, World Salsa Championship Qualifying Competition – Preliminary rounds
Dancing until 3am

Saturday February 6

Imperial Ballroom — Hyatt Regency Calgary (700 Centre Street SE)

11am–4pm  Workshops with renowned international instructors

**Gala Night**

7pm  Gala Dinner
8:30pm  Doors open for evening show
9:30pm  International Showcase
Dancing until 3am!

Sunday February 7

Imperial Ballroom — Hyatt Regency Calgary (700 Centre Street SE)

11am–4pm  Workshops with our renowned international instructors

7:30pm  Doors open for Closing Party

**Closing Party**

Amateur group competitions, Finals of the World Salsa Championships Qualifying Competition, Masters Jack & Jill (*see our international salsa celebrities compete and show-off!*)
Dancing until 3am
International Guests

Victor Burgos and Gaby Bernal
Mexico
As champions of such events as the Mayan World Salsa Championships and as judges and performers at the ESPN World Salsa Championships, Victor and Gaby are known internationally as “Mexico’s Ambassadors of Salsa”. Victor and Gaby are crowd favourites everywhere they go, and are featured at most world congresses.

Junior Alabi and Emily Alabi
San Francisco
Junior and Emily are two of the world’s most beloved salsa dancers having placed second at the 2007 ESPN World Salsa Championships. These rising stars grew up dancing salsa in San Francisco and now travel the world, teaching and performing professionally at salsa congresses across the globe.

Billy Fajardo and Katie Marlow
Miami
Billy and Katie are both former World Hustle Champions and World Cabaret Champions; they have competed and performed at some of the largest and most prestigious events in the World. Billy and Katie are considered among the most highly accomplished and versatile dancers in the world. They have been honoured with many lifetime achievement awards in the dance world, and are the head judges of the World Salsa Championships.
Event Organizers

Kelly Lannan and Eric Caty
Kelly and Eric are two of Calgary’s most recognized dance instructors both on the local scene and internationally. They have represented Canada three times at the World Salsa Championships and in 2009 placed sixth in the world. Eric and Kelly are featured choreographers on So You Think You Can Dance CANADA and danced on the Calgary tour stop of Dancing with the Stars. They are the directors of the Salsa Rica Dance Company, and are proud to be organisers of the 3rd Calgary International Salsa Congress.

David Joseph & Olga Provotorova
David Joseph and Olga Provotorova share a love for dance, music and expression. They have danced and taught for many schools, festivals and arts organizations in and around Calgary. They are affiliated with numerous productions across Canada, The United States and Mexico, and are proud to be co-producers of the Calgary International Salsa Congress.

Albert Torres
Albert Torres is a legendary producer, promoter, and manager in the salsa world. Albert travels the world 49 weeks a year with his international salsa congresses, and is committed to “creating unity through salsa”. He holds congresses all over North America, Asia, and Europe, and is especially proud to have produced events in Israel as well as on the Great Wall of China. In 2005 Albert founded the ESPN World Salsa Championships, which boasts an international audience of 200 million. Albert has choreographed and danced in such movies as Mambo Kings and Dance with Me, and is making a true impact by educating the world on the history and legacy of Latin music and dance.
Calgary Salsa Congress

Astonishes!

Over the past two years, the Calgary International Salsa Congress has received an overwhelming response from the local and international community. Over 1000 spectators and 150 performers each year inspired extensive media coverage and excitement for the coming years festivities.

Dancers, vendors, sponsors and spectators alike were treated to capacity parties, spectacular professional shows, and had the opportunity to attend classes with teachers not normally available in Canada. Since last years event, the organizers have performed at many international events, and received an award from the international salsa community for their work establishing the Calgary International Salsa Congress as a leading artistic event in the salsa world.

This year's pre-ticket sales, promise an even more successful event in 2010, and current media excitement suggests that the benefits of sponsorship will reach not only those in attendance, but will also be seen and heard throughout Calgary and Canada.

We look forward to seeing you at the 3rd Calgary International Salsa Congress!

“It was certainly one of the leading congresses in the world, I will be back next year!”

Albert Torres, International Salsa Promoter
What is Salsa?

Salsa is the world’s most popular dance. Salsa has no age or colour, and is a perfect pastime or passion for anyone. Tens of thousands of Calgarians can tell you why. Salsa is a social, fun, passionate and energetic dance that people from all walks of life can enjoy at any time, anywhere in the world.

Every night of the week you can find people attending a salsa class in Calgary. Expo Latino, held every August, is Calgary’s second largest festival, drawing crowds of over 80,000 people each year. The premiere of ABC television’s immensely popular Dancing with the Stars drew an audience of 22 million people. Compare that to the audience of 200 million people around the world who watched the 2005 World Salsa Championships on ESPN.

Salsa dancers range from people who grew up with Latin music, to young professionals and university students, to married couples or singles looking to meet new people, to seniors looking to get active. Salsa has no age or colour, and is a perfect pastime or passion for anyone.

The Calgary Salsa Congress is the one time of the year where the Calgary community comes together alongside Salsa dancers from around the globe to celebrate, share, learn, and be inspired.