

## **BookASmile and Victory Arts Foundation celebrate International Dance Day with special dance workshops**

*Over 50 participants from various NGOs will celebrate the joy of dancing at three locations in Mumbai*

**Mumbai, April 23, 2019:** Dance when you are happy, dance to combat stress, dance when you feel free and dance even if there is no reason why you should. Martha Graham was accurate when she said that dance is the hidden language of the soul! Celebrating this joy of dancing, **BookASmile**, the charity initiative of BookMyShow and Shiamak Davar's not-for-profit organization, **Victory Arts Foundation** have joined hands to host special dance workshops across three NGOs in Mumbai, on the occasion of International Dance Day.

Organised to spread the sheer joy that one experiences while dancing, these workshops are an extension of the 'Dance For Good' initiative, aimed at showcasing inspiring and entertaining performances for NGO youth, senior citizen home and centre for the differently-abled. These workshops are curated to encourage the beneficiaries to participate in dance activities that put smiles on their faces and brings happiness to their lives.

*"Dance is a beautiful form of expression that relaxes and soothes the soul. At BookASmile, we truly believe that where language fails to express, art forms like dance take the centre stage. This International Dance Day, we wanted to bring an experience that is enjoyable and therapeutic to our beneficiaries across age groups and what better partner than Victory Arts Foundation to spread smiles on this day,"* said **Farzana Cama Balpande, Head – BookASmile.**

*"Dance has the ability to heal and Victory Arts Foundation is an endeavor in this direction, to use the power of dance for a good cause. On the occasion of International Dance Day, we're delighted to associate with BookASmile for this initiative towards creating awareness about dance as therapy,"* said **Shiamak Davar, Founder & Artistic Director, Victory Arts Foundation.**

### **About BookASmile**

BookASmile (BAS) is a charity initiative run by India's leading entertainment destination BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit [www.bookmyshow.com/donation/](http://www.bookmyshow.com/donation/)

### **About Victory Arts Foundation**

Shiamak Davar founded Victory Arts Foundation in 2004 to provide a platform to address social causes and concerns. The foundation makes dance available across age, gender, caste, class and ability; without prejudice. Victory Arts

Foundation endeavours to use the power of dance as a therapeutic medium to bring joy to the underprivileged, physically challenged, mentally challenged, visually impaired, deaf and mute and makes dance a viable and respected career option.

**About DANCE FOR GOOD**

DANCE FOR GOOD is an innovative, viral volunteering program, which spreads joy through the power of dance performance. Volunteer dancers (The Shiamak Dance Teams, and/or student groups) put on inspiring and entertaining performances for people in senior centres, hospitals and not-for-profit organizations to put smiles on their faces and bring happiness into their lives thereby proving to be therapeutic.

The DANCE FOR GOOD program aims at sharing the joy of dance to heal, empowering performers with an opportunity to make a change, bringing a smile of people's faces and giving them hope, giving an opportunity to people to take up a cause they support and give it visibility through dance, encouraging team spirit, reaching out to various locations and supporting multiple causes, bringing communities together through dance and the performing arts and creating awareness. The program works in two ways, the performers get a chance to DANCE at various platforms in turn doing GOOD for the community.

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