



UK Choi Lee Fut Kung Fu Dragon and Lion Association –
www.liondance.org.uk present:

THE INTERNATIONAL CHINESE LION DANCE COMPETITION & KUNG FU DISPLAY 2010

Sunday 24 October 2010 1:00pm-5:00pm

The Sports Central

Northumberland Road

Northumbria University

Newcastle upon Tyne

Tickets: £10 / £5 (concs) – purchasing details can be found on page 4

100 ARTISTS – 10 TEAMS – 1 WINNER--THE BIGGEST UK LION DANCE EVER!

On Sunday 24 October 2010 (1pm) the newly finished sports hall, Northumbria University in Newcastle will play host to the International Chinese Lion Dance Competition and Kung Fu Display, the UK's biggest Chinese Lion Dance Competition.

About 100 artists in 10 teams from China, Malaysia, Holland, Belgium, England, Scotland, Macau and Hong Kong will showcase their skills and techniques to the region, and offer local people the unique experience of Chinese Lion Dance with spectacular dance displays, colourful costumes and upbeat music!

The history of Lion Dance dates back more than a thousand years and has always been an integral part of Chinese culture. The lion itself is regarded as a guardian creature to drive away evil spirits. For this reason the lion dance is often performed on special occasions, such as festivals, birthdays, weddings, opening of businesses and the Chinese New Year.

The Lion Dance teams have been invited to the UK by the North East-based organisation *UK Choi Lee Fut Kung Fu Dragon and Lion Association*.

During the four hour long competition, the audience can expect a wonderful mixture of Chinese arts, kung fu and culture.

“We are very proud to be staging this international event. Teams from around the world will put on a fantastic show” said Edmond NG, Chair of UK Choi Lee Fut Kung Fu Dragon and Lion Association.

As a successful businessman, Edmond runs a Japanese restaurant 'Fujiyama' in Bath Lane, Chinatown. He is passionate about the Kung Fu and Chinese arts.

Another important purpose of the competition is to promote Chinese arts and Kung Fu in a fun, exciting and informative way. Edmond has been training in this form of Arts since he was a child. He runs a popular Kung Fu, Lion and Dragon Dance club in the centre of Chinatown. The club serves all age groups from 5 years old to 70 years old, male and female.

Edmond adds: **"This Competition will demonstrate different styles of Lion Dance. Some of them have never been seen in the UK before. Many of the teams are very famous and have performed all over the world."**

Edmond takes time to underline the community value of the programme, he said: **"The event will also enable us to bring together different community groups allowing them to engage in something positive and to break down social barriers, at the same time as respecting the eclectic mix of cultural backgrounds."**

Over the past 8 years, the UK Choi Lee Fut Kung Fu Dragon and Lion Association's mission statement has been to promote healthy living by practising the art of Choi Lee Fut Kung Fu and Chinese Lion Dancing, and to promote racial harmony through better understanding of Chinese arts and culture.

Yanhong Bi, Managing Director, Beyond Management and Services, said: **"We are delighted to work with UK Choi Lee Fut Kung Fu Dragon and Lion Association, one of the most renowned Kung Fu, Dragon and Lion Dance Associations in the UK."**

Beyond Management and Services is an independent management consulting firm specialising in strategic planning, PR and Marketing promotion, relationship building, conflict management and event management. The firm provides expertise on Chinese Culture, Events, Business and Media. For further details see www.beyondmanagementandservices.co.uk

Yanhong Bi continues: **"Our focus is on cultural and business links with China. We provide two way dialogues –helping local arts/cultural organisations and businesses to open up the China market as well as helping Chinese arts/cultural organisations and businesses to come to UK"**

To book your tickets please contact Fujiyama Restaurant, 35-39 Bath Lane, Chinatown, Newcastle NE4 5SP OR ring 0191 233 0189 for details.

For further information about the UK Choi Lee Fut Kung Fu Dragon and Lion Association and the International Chinese Lion Dance Competition and Kung Fu Display 2010, please visit www.liondance.org.uk

Media Contact: (for all interviews, preview, review and photography requests)

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Support Photography: On request, BMS can issue a host of HIGH RESOLUTION full colour images (300 dpi) – some of which are displayed in this PR document



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