

EMBARGOED UNTIL 28 MARCH, 6PM



900 South Woodlands Drive
#06-01 Woodlands Civic Centre Singapore 730900
Tel: 6248 5566 Fax: 6219 1176

MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

24 March 2026

To News Editor

STREET DANCE @ NORTH WEST RETURNS TO SPARK YOUTH PARTICIPATION

This year's competition integrates both online and physical elements to broaden youth appeal

Following the success of its inaugural event, **North West Community Development Council (CDC)** is bringing back **Street Dance @ North West** for its second edition. This year's expanded programme continues to provide a platform for youths and young adults to showcase their talent, build confidence, and be connected with the community through their shared passion for dance. To be held on 28 March 2026 at Bukit Panjang Plaza, the live competition brings together over 100 participants with 55 individuals in the 1v1 Public Category and 24 teams in the 2v2 Youth Category. Building on last year's success, this edition introduces an exciting online dance competition, creating opportunities for participation across all skill levels, welcoming both amateur enthusiasts and seasoned performers. (see Annex A for media programme)

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2 This year's competition features both digital and physical components. The online dance challenge invites participants from diverse backgrounds to submit TikTok videos, with public voting determining the winners. The top three winning teams will perform live at the main event, bridging online creativity with live performances. The physical competition welcomes dancers from across the street dance community to compete in various genres including Hip Hop, Breaking, Popping, Locking, and more. The two competition categories include the 1v1 Public Category where solo dancers of all ages can compete in head-to-head battles, and the 2v2 Youth Category for dancers under 35 years old, showcasing collaborative duo performance that emphasise teamwork and creative synergy.

3 On the CDC's efforts to engage younger residents, Mr Alex Yam, Mayor of North West District, shared: "Street Dance @ North West reflects our ongoing commitment to creating more opportunities for youth engagement in our district. The online dance competition allows us to reach more youths, helping them build confidence and express their creativity. It is encouraging to see how events like this continue to attract young participants and foster connections that extend well beyond the dance floor."

4 This year's competition sees the return of past participants which showcases how Street Dance @ North West creates growth opportunities and fosters connections within the dance community. Among these returning participants is 10-year-old Hayley, who started dancing at a young age and is back this year with renewed confidence, registering for both the 1v1 Public Category and the 2v2 Youth Category alongside her 11-year-old battle crewmate. Additionally, her instructor and mentor, Sebastian, is also competing in the 2v2 Youth Category. The possibility of mentor and student advancing to compete against each other highlights how the event creates unique mentor-student dynamics within the local dance community.

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5 Another returning participant is last year's 1v1 Open Style champion, Jason, 30, who returns to Street Dance @ North West as a judge. Beyond his victory at the inaugural competition, Jason brings international experience to the judging panel, having competed as a contestant on the popular Street Dance of China programme. His evolution from participant to judge reflects the natural progression many dancers experience as they grow in their dance journey.

6 In line with promoting Healthy Communities, North West CDC plans and runs six Healthy Living Clubs, as well as a Mental Wellness Programme to encourage residents to adopt healthy living habits holistically. While the Clubs are open to all ages, youths may be more interested in the North West FitnessX Club, which includes high-intensity exercises combining strength, cardio, and flexibility to improve overall fitness. Interested individuals can register their interest and learn more about joining a Healthy Living Club at <https://go.gov.sg/hlclub-interestform> today.

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Media Invitation

Media is invited to **Street Dance @ North West** at Bukit Panjang Plaza Atrium on 28 March 2026. Interview opportunities with participants could be arranged on request. See below for details of the media event.

Media Programme at Street Dance @ North West

Date: Saturday, 28 March 2026
Media arrival: 6pm
Venue: Bukit Panjang Plaza, Atrium
1 Jelebu Road, Singapore 677743

Contact Persons for Media

Jenifer Loh (Ms)
Manager (Corporate Communications)
North West Community Development Council
Tel : 6248 5581
HP : 9171 9116
E-mail: jenifer_loh@pa.gov.sg

Charlene Koh (Ms)
Senior Manager (Corporate)
North West Community Development Council
Tel : 6248 5545
HP : 9125 4461
E-mail: charlene_koh@pa.gov.sg

Enclosed:

1. Annex A – Media Programme
2. Annex B – Translated Terms

[About North West Community Development Council \(CDC\)](#)

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, and Bukit Panjang SMC.

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

Mission

(a) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

To bond the community through projects & programmes to bring them closer to one another

(c) Connector of Communities

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To develop strategic partnerships with corporate and community partners to better serve our residents

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

Street Dance @ North West

**Saturday, 28 March 2026 at
Bukit Panjang Plaza, Atrium
1 Jelebu Road, Singapore 677743**

MEDIA PROGRAMME

Time	Programme
6.00pm	Media arrival
6.30pm	Arrival of Mayor Mr Alex Yam
6.35pm	Mayor's Address
6.40pm	Judges Showcase
6.45pm	Semi-Finals for 1v1 Public Category (3 rd & 4 th Placing Individual Contestants) & 2v2 Youth Category (3 rd & 4 th Placing Duos)
7.10pm	Finals for 1v1 Public Category & 2v2 Youth Category
7.40pm	Online Dance Competition Showcase
7.50pm	Prize Presentation
8.00pm	End of Event

Translated Terms

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
Street Dance @ North West	街头舞蹈于西北
North West District	西北区
Mr Alex Yam Mayor of North West District Adviser to Yew Tee GRC GROs	任梓銘先生 西北区市长 油池基层组织顾问
Aggregator of Needs and Resources	顺应需求，汇集整合资源
Builder of Capability in Partners and Networks	提升能力，扩大网络
Connector of Communities	加强联系，造福社群
Grassroots Organisations	基层组织