

EMBARGOED UNTIL 8 MARCH, 4.30PM



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

6 March 2024

To News Editor

INAUGURAL DANCE BATTLE FOR YOUTHS TO SHOWCASE AND INSPIRE

Street Dance @ North West the first-of-its-kind event by North West CDC to engage the community and empower youths

North West Community Development Council (CDC) will be running its inaugural **Street Dance @ North West**, providing youths a platform to showcase their talents and connect with fellow dance enthusiasts. Held on 8 March 2025 at Bukit Panjang Plaza Atrium, there will be over 100 participants competing, with 65 individuals in the 1v1 Public Category and 27 teams in the 2v2 Youth Category. Youths as young as 12 years old will engage in friendly competition through an open style street dance battle, where dancers must react to a randomly played song and adapt to the beat and rhythm in real-time. This open format allows participants to demonstrate their ability to improvise, think on their feet and truly express their individuality through dance (see [Annex A](#) for media programme).

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2 Participants can dance to any genre which are generally recognised under street dance, such as Hip Hop, Popping, Locking, Breaking and more. There are two different dance categories which offer dancers of various skill levels and backgrounds the opportunity to showcase their unique styles, creativity, and techniques:

- 1v1 Public – Open to dancers of all ages, where individuals can battle one-on-one;
- 2v2 Youth – Designed for youths aged 12 to 35 years old, where teams of two will compete in an energetic challenge.

3 On the CDC's efforts to engage younger residents, Mr Alex Yam, Mayor of North West District, shared: "I am heartened that youths have come forward to participate in Street Dance @ North West, which allows individuals from all walks of life to connect through a shared passion for dance. Beyond the event, youths can continue to tap on their dance talent to give back to the community."

4 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 approach healthy living holistically. While the Clubs are open to all ages, youths may be more interested in the North West FitnessX Club and North West Running Club. North West FitnessX Club includes high-intensity exercises combining strength, cardio, and flexibility to improve overall fitness. North West Running Club is a running interest group which is suitable for runners of all levels, offering a supportive space to train, improve techniques, and reach personal goals. 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 8 March 2025. 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, 8 March 2025
Media arrival: 4:15pm
Venue: Bukit Panjang Plaza, Atrium
1 Jelebu Road, Singapore 677743

Contact Persons for Media

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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

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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

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

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Annex A

Street Dance @ North West

**Saturday, 8 March 2025 at
Bukit Panjang Plaza, Atrium
1 Jelebu Road, Singapore 677743**

MEDIA PROGRAMME

Time	Programme
4:15pm	Media arrival
4:30pm	Semi-Finals for 1v1 Public Category (3 rd & 4 th Placing Individual Contestants)
4:45pm	Semi-Finals for 2v2 Youth Category (3 rd & 4 th Placing Duos)
5:00pm	Arrival of Mayor Mr Alex Yam
5:15pm	Judges Showcase
5:30pm	Finals for 1v1 Public Category & 2v2 Youth Category
6:15pm	Prize Presentation, with Soundbite by Mayor
6:30pm	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