

New African show from Urban Brew on Cartoon Network

Cartoon Network has teamed up with Urban Brew Productions to launch an innovative, locally produced series of short inserts called *Pop Up Party*, aimed at entertaining audiences on the African continent on DStv, at 4.30pm on channel 301 from 23 July 2016.

Africa is the continent that gave birth to rhythm and the new short inserts will follow a young crew of local dancers as they pop up and infiltrate unexpected locations to create a vibrant, unique and fun Pop Up Party. Everything in the secret location seems normal...until the music starts and the magic happens. Everyone becomes part of the fun and afterwards the dance crew will walk off as if nothing happened.

The crew are currently all students from the Michelle Oppenshaw Dance Studio, one of South Africa's most versatile and elite dancers, best known for her work in the Hollywood movie, *Honey 3*, *Strictly Come Dancing*, the South African version and as the choreographer and a dancer in Mi Casa's *Turn You On* music video.



“Over the last couple of years, the internet has seen many viral dance fads that have taken the internet by storm and got the world moving, but this will be on another level, as it will be aimed specifically at kids on the African market that have not experienced this directly,” says Pierre Branco, VP and MD of Turner Africa.

The African-flavoured dance party has been shot in South Africa, but for any future series of the show, the channel will investigate the possibility of popping up in other African countries.

Audiences will be able to follow the dance party by going onto Cartoon Network's website. Viewers can see their own dancing videos and learn some of the signature moves from the series, through choreographer videos with Michelle and the crew. Viewers will be encouraged to upload their videos and the best dancers will get some screen time on Cartoon Network.