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Press Release

- For Immediate Release -

British DanceSport Association Launches – Dancers governing body of choice

3rd October 2023

Dear members,

It is with great enthusiasm that I am elated to announce the launch of the British DanceSport Association (BDSA). It is a historic moment, not only for me, but for all those who are passionate about Ballroom and Latin American dancing. This is a project that has been years in the making and finally we are ready to commence this bold new chapter.

The dancing world is rich and diverse; but it can also be fragmented. The BDSA is fully committed to striving to unify our industry. By serving as a single, comprehensive governing body, we aim to bring cohesion and a sense of community to dancers, teachers, adjudicators, and external organisations. Our door is open for collaboration and mutual growth.

From taking your first dance steps to seasoned competitors and teachers, the BDSA is here for you. We offer guidance that ranges from grassroots to elite levels. Our focus is on establishing a pathway, a strong foundation for newcomers and providing the necessary tools for professionals to excel which is the backbone of every good sport governing body.

Our vision is an inclusive one.

Ballroom without boundaries, Latin without limitations.

Saltatores Ltd (company number 14812869) trading as British DanceSport Association



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We pledge clear rules and insightful guidance to ensure everyone's journey in dancing can focus on just that, not the bureaucracy – and we will deliver.

We are proud to be an independent body free from external politics. Our decisions are made with one consideration: the betterment of DanceSport in the United Kingdom. We have set up rigorous internal mechanisms to ensure transparency, fairness, and impartiality in all we do.

For a more in-depth understanding of what BDSA can offer you, and to apply for membership, please visit our official website. Our site is a trove of information, from regulations to upcoming events.

As we embark on this ambitious journey, our core values endure - integrity, fair play and, freedom to dance without prejudice. Your safety will also be a cornerstone of our mission with our aim to provide a nurturing environment for all dancers.

I eagerly look forward to the incredible things we will collectively achieve starting from today.

Together, let us shape England as a global model for DanceSport.

Kindest regards,

Marcus Hilton MBE
President

- Ends -

Notes: For comment please contact info@bdsassociation.com or connect@tacticconnect.com

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