The first danceathon in Sarawak, SHINE, was successfully held on January 9th, 2016 at CityOne Mall. Proudly supported by YB Datuk Hajah Fatimah Abdullah, this healthy and fun fundraising event was jointly organised by PurpleLily and Ouryouth.my. The charity danceathon was aimed to spread awareness of women empowerment and financial literacy issues in Sarawak. We wish to achieve this by bringing people together through the shared enjoyment of music and the expression of dancing.

“This is a fun and positive activity for our youth, which is suitable for multi-ethnic community,” said Fatimah at SHINE Danceathon. She added that “it is beneficial to our society by cultivating a harmonious environment for our people and should be held frequently in Kuching.”

SHINE Danceathon brought joy to a crowd of 450 with a variety of dancing themes from Latin Jazz, 80’s Disco, K Pop, Zumba, to R&B and Hip Hop, 2000’s Pop Hits, 2014 & 2015 Latest Hits. All this was led by ten popular dance studios in Kuching including Studio 23, Shake it, Exhilarate Fitness Studio, Right Steps Studio, Soul Dance, The Gym Box, Lis Dance Studio, Fit Aerobic and Dance Academy, La Danse Studio and Tyng Dance Academy.

PurpleLily is fortunate to have Ouryouth.my as our awesome event organising partner! We are so glad that everyone had a great time at SHINE!
SHINE is an unforgettable experience for a lot of people. For four hours of amazing dancing experience under beautiful lighting, SHINE participants enjoyed endless surprises from belly dancing, flash mob dance, street dance, Korean Pop, fitness challenge and absolutely the best of retro music. SHINE could not have happened without the kind support of all our sponsors, dance studios and volunteers!

LIS Dance Studio performed “Uptown Funk” flash mob dance at CityOne Megamall.

Dancers from Studio23 took a team photo after their dance rehearsal.

Are You Looking Forward to the Next SHINE?

We can’t wait to see you at our next event! Please help us to spread the word and don’t forget to follow our social hashtag and Facebook page to keep up with our news!!

Social Hashtag: #PurpleLilyEmpowers

www.facebook.com/PurpleLilyOrg/